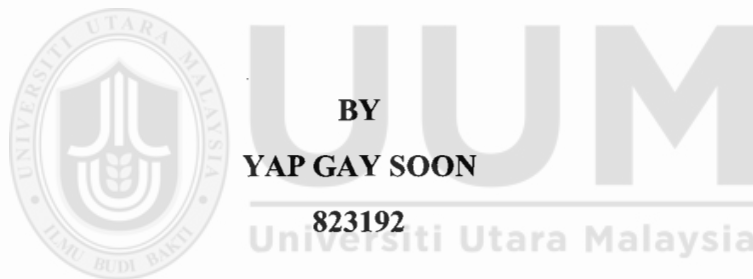


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**PERSONALITY TRAITS, PERCEIVED SERVICE QUALITY, CUSTOMER
SATISFACTION AND CUSTOMER LOYALTY IN PENANG HOTEL
INDUSTRY**



**Thesis submitted to
Othman Yeop Abdullah Graduate School of Business,
Universiti Utara Malaysia,
In Partial Fulfillment of the requirement for
Master of Sciences (Management)**



**Pusat Pengajian Pengurusan
Perniagaan**

SCHOOL OF BUSINESS MANAGEMENT

Universiti Utara Malaysia

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ABSTRACT

Customer loyalty is an important factor to enable the business to grow and competitiveness enhancement in the current world. The mushrooming number of the hotel had driving hotel service provider competing with each other. Especially, the occupancy rate of the hotel only achieves around 60% to 70% in Malaysia. Customer loyalty is an important factor to secure and increase revenue for the business. The purpose of this research is to examine the relationship between customer personality trait, perceived service quality, customer satisfaction and customer loyalty in the hotel industry. In precise, customer personality traits, perceived service quality, customer satisfaction were used as the measurement tool to analyse the relationship and impact on customer loyalty. This data for this research was collected through survey method with 30 items of questionnaires. Total of 389 respondents included in this research was randomly selected using convenient sampling technique among hotel customers in Penang area. The study used SPSS version 22.0 to analyze the data. The findings indicate that personality trait of openness to experience, extraversion and neuroticism does not have positive relationship and impact customer loyalty, whereby conscientiousness and agreeableness are positive relationship and impact customer loyalty. Meanwhile, perceived service quality and customer satisfaction are positive relationship and impact customer loyalty. The results of this study can be used by a hotel or other management to perform better in relation. The findings extend the researcher's understanding of predictors such as personality traits, perceived service quality and customer satisfaction that influence customer loyalty among hotel service providers in Malaysia

Keywords: Customer loyalty, hotel service providers, perceived service quality, personality traits, and customer satisfaction.

ABSTRAK

Kesetiaan pelanggan adalah faktor penting untuk membolehkan perniagaan berkembang dan peningkatan daya saing dalam dunia kini. Penambahan bilangan hotel telah mempengaruhi persaingan antara pembekal perkhidmatan hotel. Secara khusus, kadar penghunian hotel hanya mencapai berhampiran 60% hingga 70% di Malaysia. Kesetiaan pelanggan adalah faktor penting untuk menjamin dan meningkatkan pendapatan untuk perniagaan. Tujuan kajian ini adalah untuk mengkaji hubungan antara personaliti pelanggan, tanggapan kualiti perkhidmatan, kepuasan pelanggan dan kesetiaan pelanggan dalam industri hotel. Secara tepatnya, personaliti pelanggan, tanggapan kualiti perkhidmatan, kepuasan pelanggan digunakan sebagai alat pengukuran untuk menganalisis kesan terhadap kesetiaan pelanggan. Kajian ini mengumpulkan data dengan kertas soal selidik dan diedarkan kepada semua responden. Sejumlah 389 responden yang dimasukkan dalam kajian ini telah dipilih secara rawak dengan kaedah pensampelan yang mudah dari jumlah penduduk hotel di kawasan Pulau Pinang. Kajian ini menggunakan SPSS versi 22.0 untuk menganalisis data. Penemuan menunjukkan bahawa ciri personaliti keterbukaan kepada pengalaman baharu, extroversi dan neurotisisme tidak memberi kesan positif kepada kesetiaan pelanggan, di mana sifat berhati-hati dan menyenangkan memberi kesan positif kepada kesetiaan pelanggan. Sementara itu, tanggapan kualiti perkhidmatan dan kepuasan pelanggan adalah memberi kesan positif kepada kesetiaan pelanggan. Kajian ini membuat kesimpulan dengan perbincangan, batasan dan cadangan untuk penyelidikan masa depan. Hasil kajian ini boleh digunakan oleh hotel atau pengurus lain untuk dapat berhubung lebih baik. Penemuan ini menambah kefahaman penyelidik tentang peramal-peramal yang mempengaruhi kesetiaan pelanggan kepada kalangan penyedia perkhidmatan hotel di Malaysia

Kata kunci: Kesetiaan pelanggan, pembekal perkhidmatan hotel, tanggapan kualiti perkhidmatan, ciri personaliti, dan kepuasan pelanggan.

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LIST OF ABBREVIATIONS

Abbreviation	Descriptions of Abbreviation
--------------	------------------------------

CL	Customer Loyalty
----	------------------

GDP	Gross domestic product
-----	------------------------

LOY	Customer Loyalty
-----	------------------

N	Population size
---	-----------------

NAPIC	National Property Information Centre
-------	--------------------------------------

QUAL	Perceived Service Quality
------	---------------------------

S	Sample size
---	-------------

SAT	Satisfaction
-----	--------------

SERVQUAL	Service Quality Model
----------	-----------------------

SET	Social Exchange Theory
-----	------------------------

SPSS	Statistical Package for the Social Sciences
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CHAPTER ONE

INTRODUCTION

1.1 Introduction

Many previous researchers studied customer loyalty on different of context, for instance, hotel industry, banking industry and retail industry. But Malaysia hotel industry had been neglected by the researchers, there are not much studied regarding customer loyalty in the hotel industry of Malaysia. This study investigates the relationship and impact of personality traits, perceived service quality and customer satisfaction toward customer loyalty in the hotel industry of Malaysia. This chapter discusses the background of the study, problem statement, research questions, research objectives, significance of the study and scope of research.

1.2 Background of the Study

“Malaysia, Truly Asia”, this tagline is an overview of Malaysia. Malaysia is a country full of unique, rich and variety of culture which have many races lively peacefully in the country, with this it attracted many tourists to visit Malaysia. Referring to the statistics of the World Travel & Tourism Council, the direct GDP contribution of travel and tourism to Malaysia are 4.8% in 2017 with MYR65.7 Billion. By 2017, is forecast to increase by 3.9% to MYR68.3 Billion and expected to grow by 3.1%, the number of tourist by attracting 28,597,000 international tourist arrivals. This statistics and data reflect the economic activity contribute by travel and tourism sector (Turner, 2018). The growth of number tourist arrivals indicated a larger demand for hotel and accommodation service,

the number of the hotel needed to be increased to fulfil the needs of tourist arrivals in the future.

For over past 10 years until 2017, according to National Property Information Centre (NAPIC), the number of hotels in Malaysia have steadily increase from 2,205 hotels (151,904 rooms) in 2007 until of 3,126 hotels (246,564 rooms) in 2017 and it expects the number to grow in the future. Hotel service providers are growing rapidly and the tourism sector in Malaysia has been in strong demand. The existence of different hotel service providers would lead to a strong competition in the hotel industry as the new hotel service providers such as W hotel, Banyan Tree and Pavilion hotel are some notable hotel just launched on this year, 2018 (Ng, 2018).

In the hotel industry, customer loyalty is the key factors for success. Customer loyalty leads to repurchase, revisit and potential of supporting the hotel. By gaining customer loyalty, the first thing to do is to satisfy the customer during their first visit whereby the customer will be encouraged to revisit the same destination. The repurchase behaviour and customer satisfaction had found out having a very close relationship which customer satisfaction will highly influence the repurchase behaviour of the customer (Hellier, Geursen, Carr, & Rickard, 2003).

Customer loyalty plays an important role in the service sector, especially the hotel industry. There are limited studies conducted by previous scholars in the context of hotel service providers. This study tries to improve and enhance gap by identifying influential factors on customer loyalty in the hotel industry. Particularly, customer loyalty is essential

for service providers in achieving long-term success. Service provided is intangibles and thus it is vital for hotel service providers to engage with customers and maintaining customer relationship. For example, in the context of this study, customer loyalty occurred when customer to stay in a particular hotel such as stay in Shangri-La Hotel rather than another hotel (Au, Buhalis, & Law, 2014). This is because of Shangri-La Hotel as a world well-known hotel, it having a great company branding and image, strategic location as well as having top class and better service quality than other hotel in order to achieved higher customer satisfaction on services and products provided by Shangri-La Hotel (Chan & Wong, 2006).

1.3 Problem Statement

In the hotel industry, customer is the main source for generating revenues to the business. Much previous research has shown a significant positive relationship in customer loyalty and profitability. As with small percentage increase of the customer retained will contribute a huge percentage of increase to the business revenues (Bowen & Chen, 2001). Positive word of mouth is a key driver in maintaining customer loyalty. For the most part, customer loyalty represents how many customer willing to suggest and recommend the product or service of the hotel to friends, family and colleagues (Sharma, 2015). However, it is difficult for hotel service providers to achieve customer loyalty because the services are intangible and there are many hotel service providers competing with each other in the competitive market (Chan & Wong, 2006). Specifically, it is difficult for the customer to differentiate the service because the services offered are similar among hotel service

providers. Therefore, the method to increase customer loyalty is to build and maintain a good relationship with customers (Chan & Wong, 2006).

Therefore, hotel service providers will provide different service to build a strong connection between with the customers (Parasuraman, Zeithaml, & Berry, 1985). On the other hand, the firm in the hotel industry is facing bigger challenges in getting customer loyalty due to the increasing number of the competitor in the industry. Thus, the customer has more choice to select from the hotel service providers. This situation given pressure to service providers keep a close engagement with the customer to retain the existing customers by letting the customer enjoy to stay and work with them.

Figure 1.1 showed the total international tourist arrivals and tourist receipts in 2016 and estimation of year 2020. In year 2014, due to the promotion campaign of “Visit Malaysia” being organize extensively, the number of international tourist arrivals higher than previous years with a record 21.7 million international tourist arrivals. Afterward, there a slightly decrease of international tourist arrivals which decrease 6% compare to year 2015. In addition, the tourist expenditure also decrease 4% and contribute of MYR69 billion only. However, in year 2016, international tourist arrivals had be rebound and going uptrend. It increase 4% from 2015 with 26.7 million number international tourist arrivals to visit Malaysia (Teo, Bernhard, & Chee, 2017).

With the forecast of the year 2020 will be having significant grow on the number of tourist arrivals with the number 36 million international arrivals to travel in Malaysia. If the hotel wanted to attract and capture the international tourist, making the then to be

loyalty is the critical ability for the hotel. A loyal customer more willing to repeating purchase, willing pay a slightly higher price and giving positive feedback and review about the firm (Jay Kandampully & Suhartanto, 2003). By another way round, in this intensely competitive environment of the hotel industry, a disloyal customer can be led to huge loss to the firm.

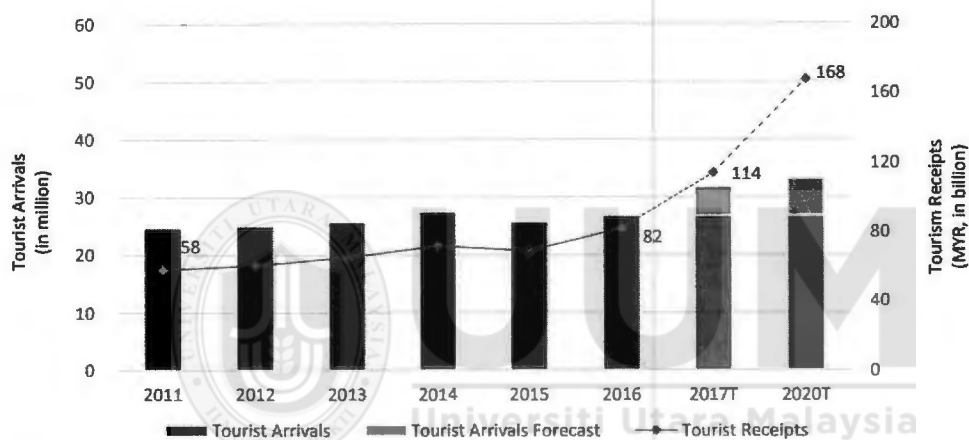


Figure 1.1
Total International Tourist Arrivals and Tourist Receipts in 2017
 Source: Tourism Malaysia

Referring to figure 1.2, the occupancy rate from year 2011 until 2013 remain stable around 67%. In year 2014, it started to decrease and even more it dropped until 63.1% in 2015. Yet in year 2016, it have slight increase to 65.2% of the occupancy rate. Here shown an issue on the occupancy rate of the hotel. Figure 1.2 shows the occupancy rate of hotel performing around 60-70% over the past six years. This caused the customer can switch to any other hotel service provider easily without any switching cost.

The more choice available for customer on the hotel service provide indicate the more fierce competitive among the hotels service providers in Malaysia (Cheng, 2013). A more and wider choice had been introduced to the hotel customers with better quality and more variety service led to the hotel customer willing to purchase the service with other service provider. Only customer loyalty can act as a switching cost and consideration to prevent the customer switch to other service provider. In this circumstance, customers' loyalty of the service providers has become a critical issue.

However, it is believed that customers would stay loyal in the current hotel service provider if the service provider provides good value and services to the customers (Chang & Wang, 2011). In order to increase occupancy rate of the hotel, customer loyalty plays an important role in maintaining existing customers and increasing sales.

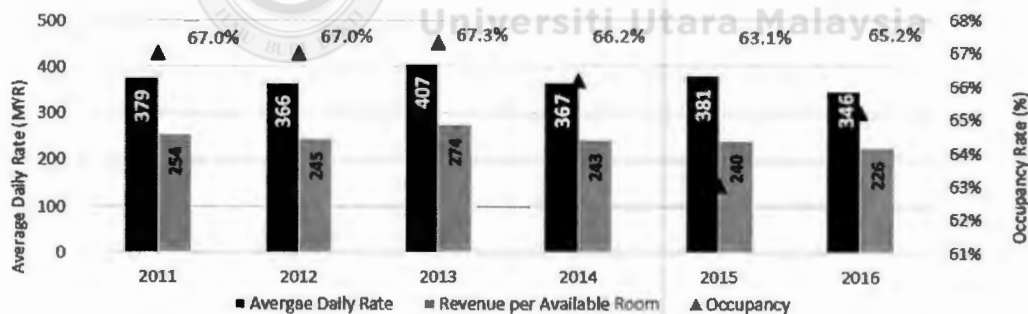


Figure 1.2
Malaysia Overall Hotel Performance (2011-2016)
 Source: HVS Research

Table 1.1
Previous Studies

Authors	Context	Independent Variable	Dependent Variable	Method Analysis
Levesque and McDougall (1996).	Banking	Service Quality Service Features	Customer Satisfaction	Regression Coefficient
Lin (2010).	Toys and Video Games	Consumer Personality Trait Brand Personality	Brand Loyalty	Pearson Correlation Regression Analysis
Choi and Chu (2001).	Hotel	Staff Service Quality Room Qualities General Amenities Business Services Value Security IDD Facilities'	Guest Satisfaction and Repeat Patronage	Factor Analysis Multiple Regression
Lu, Berchoux, Marek and Chen (2015).	Hotel	Service Quality	Customer Satisfaction	Interview
Selnes (1993)	Consumer Market	Performance Quality <u>Mediator</u> Brand Reputation Satisfaction	Loyalty	T-test
Hellier, Geursen, Carr and Rickard (2003)	Consumer Market	Perceived Quality Perceived Value Perceived Equity <u>Mediator</u> Customer Satisfaction Customer Loyalty Expected Switching Cost Brand Preference	Repurchase Intention	EQS
Jani and Han (2014)	Hotel	Personality <u>Mediator</u> Satisfaction Image <u>Moderator</u> Ambience	Loyalty	Correlations, squared correlations, composite reliability, AVE, Variables

Therefore, customer loyalty catches the attention of customer relationship management academia and practitioner. By the previous studies from the researcher, there are there are many inconsistent factors that influence customer loyalty. The factors include

switching costs (Abdul-Rahman & Kamarulzaman, 2012), trust (Kassim & Abdullah, 2014) and consumption emotion (Han & Back, 2008; Syaquirah & Faizurrahman, 2014). With the refer to table 1.1, it have extensive studies conducted on identifying the relationship between customer satisfaction and customer loyalty (Choi & Chu, 2001; Hellier et al., 2003; Jani & Han, 2014; Lin, 2010; Selnes, 1993). In addition, the relationship between service quality, customer satisfaction and customer loyalty have many studies by the researcher (Choi & Chu, 2001; Hellier et al., 2003; Levesque & McDougall, 1996; Lu et al., 2015). But, we found out there are limited studies conducted by researchers to investigate the relationship between personality traits, perceived service quality, customer satisfaction and customer loyalty. Thus, personality traits, perceived service quality, customer satisfaction and customer loyalty should be studied in the context of hotel service providers.

According to (Kim, Kim, & Holland, 2018), personality traits are the factor of different behaviours or attitudes towards a certain brand, product or service. Based on this study, customers have a higher willingness to share and recommend the brands and repurchase it having positive and unique features. Hence, a customer with positive personality traits resulting in higher tendencies be loyal toward a brand.

According to Al Khattab & Aldehayyat (2011), perceived service quality is direct an influential factor of customer loyalty in the hotel industry. The excellent service provided increase the customer intention to repurchase or stay again in the same hotel. Whereas, the hotel service providers that fail to provide excellent quality will have no

place to stay in the competitive environment. Wang (2010) stated that perceived service quality is vital in achieving customer loyalty. Moreover, perceived service quality is vital because it will sustain customer patronage and hotel service providers should focus on providing excellent quality of product or service to increase customer loyalty.

Furthermore, customer satisfaction is a strong predictor for customer loyalty. By all means, customer satisfaction occurs before customer loyalty. According to Bowen & Chen (2001), customer satisfaction is important in influencing customers' repurchase behaviour, which in turn leads to future business income and returns. Satisfy customer is a very effective way to retain customers but it is difficult to satisfy every customer due because of several different reasons. As Hellier, Geursen, Carr, & Rickard (2003) mentioned that the critical success of a company depends on customer satisfaction. Precisely, by turning unsatisfied customer become satisfied and eventually become loyal to the company (Marôco & Marôco, 2013).

Besides, social exchange theory frequently use in the research of the work engagement (Karatepe, 2013; Othman & Nasurdin, 2013), corporate social responsibility (Homburg, Stierl, & Bornemann, 2013; Martínez & Bosque, 2013) and e-commerce (Anaza & Zhao, 2013; Kuo & Feng, 2013). Limited research conducted relating social exchange theory with personality traits, perceived service quality, customer satisfaction and customer loyalty in Malaysia hotel industry. Agustin and Singh (2005) mentioned relational exchanges involved social exchange mechanisms and become more complicated than transactional exchanges because it not only to just fulfill the economic goals. However, it will generate the social bond and relationship between the customer

and enhance the exchange benefits for both parties in order to have continuous goal (Vargo & Lusch, 2004).

Furthermore, referring to table 1.1, the previous studies regarding the variables had used several type of method of analysis such as multiple regression, AVE, T- Test, Factor Analysis and Pearson Correlation. There are very less studies using simple linear regression to test the impact with each independent variables to dependent variable. This study should fill in the context of this gap.

Hence, Malaysia experienced 61-year independence, comparing with some other country such as United States or China, we have a very short history for our country story and at Malaysia's hotel and tourism industry as well. There are not sufficiently related studies have been done regarding the hotel service industry in Malaysia. Therefore, this study conducted to examine the relationship and impact of customer personality traits, perceived service quality and customer satisfaction on customer loyalty in the hotel industry of Malaysia. According to this research, the factors of influential of customer loyalty will be studying and analyze, additionally, researchers can be use this as a references for further research in the future studies. Thus, this practicable strategies can be introduced to practitioner and suggest it to the hotel service providers in Malaysia to sustain and increase customer loyalty.

1.4 Research Questions

According to the problem statement, this study is to find the answer to the following questions:

1. Do customer personality trait (openness to experience, conscientiousness, extraversion, agreeableness, neuroticism) significantly related to customer loyalty?
2. Do customer personality trait (openness to experience, conscientiousness, extraversion, agreeableness, neuroticism) have positive impact on customer loyalty?
3. Does perceived service quality significantly related to customer loyalty?
4. Does perceived service quality have positive impact on customer loyalty?
5. Does customer satisfaction significantly related to customer loyalty?
6. Does customer satisfaction have positive impact on customer loyalty?

1.5 Research Objectives

The research objectives of this study are:

1. To identify the relationship between customer personality trait (openness to experience, conscientiousness, extraversion, agreeableness, neuroticism) and customer loyalty
2. To identify the impact of customer personality trait (openness to experience, conscientiousness, extraversion, agreeableness, neuroticism) on customer loyalty
3. To identify the relationship between perceived service quality and customer loyalty
4. To identify the impact of perceived service quality on customer loyalty

5. To identify the relationship between customer satisfaction and customer loyalty
6. To identify the impact of customer satisfaction on customer loyalty

1.6 Significance of Research

The significance of this study is the researcher will answer all the problem based on research questions and research objective which is the interrelationship between customer personality traits, perceived service quality, customer satisfaction and customer loyalty. The findings of the study will be beneficial for researchers in the body of knowledge in variables personality traits, perceived service quality, customer satisfaction and customer loyalty also to the hotel service providers.

Through the analysis of hotel customers in Penang area, this study can provide service providers with a better insight on customer expectation from hotel service providers. In addition, the results of this study may help service providers to predict the factors giving an impact to customer loyalty as well as helping service providers to retain the hotel customer in future. In summary, the result of the study would provide some key insights for researchers in determining factors that enhance customer loyalty in future.

Based on figure 1.3, the search results from Google Scholar regarding personality traits and customer loyalty. The search results shows an average around 8000 article per year in researching regarding personality traits and customer loyalty. This variable is visibly less than other variable which studies about customer loyalty. Hereby, we could know the field of research regarding personality traits and customer loyalty were having limited studies.

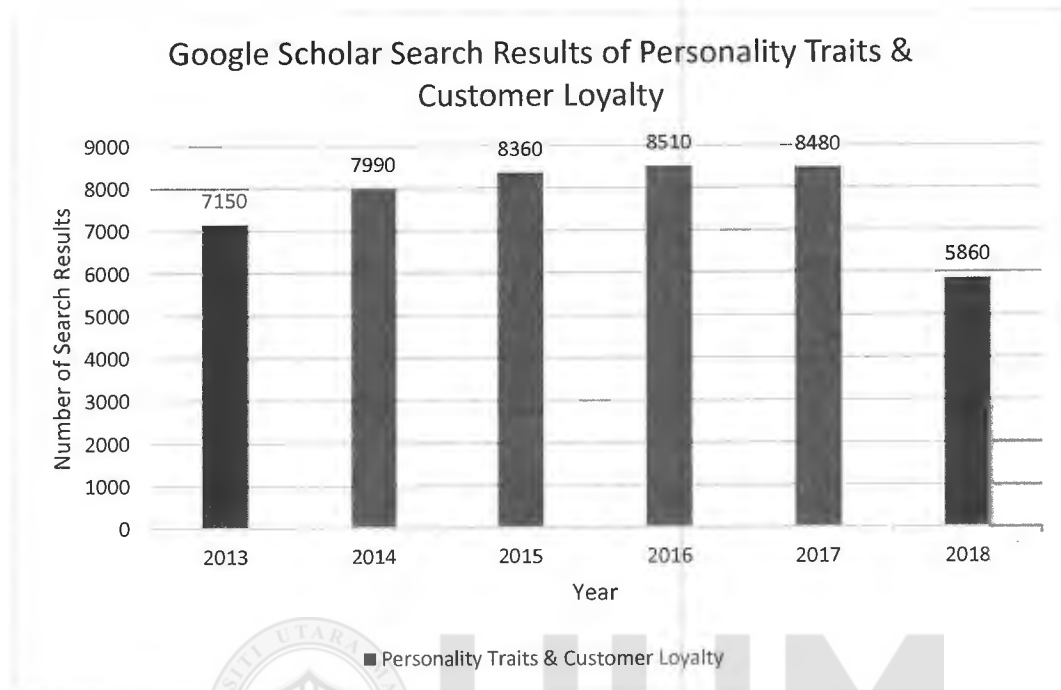


Figure 1.3
Google Scholar Search Results of Personality Traits & Customer Loyalty

According to figure 1.4, we could identified the grow rate about perceived service quality and customer loyalty is significant from 27900 increased around 10% with the number of 30700 in year 2016. This results shown the relationship between perceived service quality and customer loyalty getting the attention of researcher to study about it. With this reason, we could enhance the boundaries of knowledge and contribute to this field.



Figure 1.4
Google Scholar Search Results of Perceived Service Quality & Customer Loyalty

Referring to figure 1.5, the results show the research on the subject of customer satisfaction and customer loyalty had been decreasing from year 2015 to year 2017. Consequently, it does not continuously to push the extent of the boundaries about the topic customer satisfaction and customer loyalty. With this reason, we could contribute the knowledge in term theoretical and practical on the topic of customer satisfaction and customer loyalty.



Figure 1.5
Google Scholar Search Results of Customer Satisfaction & Customer Loyalty

1.7 Scope of Research

Research population involve all customer that stay in the hotel in Penang area. Quantitative method was used in this research with sample size of this research is 384. The researcher collects the related question from the customer to determine their personality traits, perceived service quality, customer satisfaction and customer loyalty toward the hotel. Descriptive analysis (Mean, Median, Mode, Standard Deviation (SD) and Variance) and inferential statistics (Cronbach's Alpha Reliability test, Pearson Correlation and Simple Linear Regression) were used to analysis the data in this research.

1.8 Definition of Terms

1. **Personality traits** is reflecting the people's behaviours, attitude, feelings and thought (Rammstedt & John, 2007). The operational definition of personality traits defined self-recognition and evaluation on customers themselves characteristics traits (Zhao & Seibert, 2006).
 - a. **Openness to experience** is reflecting the person is imaginative, independent, and has a preference for variety (Rothmann & Coetzer, 2003). The operational definition is a person who is high in openness to experience would be a creative thinker who is independent and does not like routines (Baptiste, 2007).
 - b. **Conscientiousness** is reflecting the person is organized, careful, self-disciplined, and responsible (Nojku, Ebeh, & Mbaeri, 2017). The operational definition is a person who is high in conscientiousness would make an effort to be careful, organized (Zillig, Hemenover, & Dienstbier, 2002).
 - c. **Extraversion** is reflecting the person is sociable, talkative, lively, active, and excitable (Lotfi, Bt. Muktar, Ologbo, & Chiemeké, 2016). The operational definition is a person who is high in extraversion would be an extrovert who like to social around (Stelmack & Pivik, 1996).
 - d. **Agreeableness** is reflecting the person is good-natured, helpful, trusting, and cooperative (Rothmann & Coetzer, 2003). The operational definition is a person who is high in agreeableness would be caring, help others, trust others, and strive to be cooperative in groups (Rothmann & Coetzer, 2003).

- e. **Neuroticism** is reflecting the person is high tendency to have a negativistic cognitive style and focus on self-perceptions that are unfavourable (John & Srivastava, 1999). The operational definition is the person who is high in neuroticism frequently experience more intense negative emotions such as anxiety and anger (Gountas & Gountas, 2007).
2. **Perceived service quality** is the overall quality evaluation of product and service by a customer (A. Parasuraman et al., 1985). The operational definition of perceived service quality defined is the service or product received by the customer and making an evaluation toward the total experience of the service or product (J. Joseph Cronin & Taylor, 1992).
3. **Customer satisfaction** is the comparison of expected performance with the actual performance made by the customer (Jay Kandampully & Suhartanto, 2003). The operational definition for customer satisfaction is the comparison and evaluation between the customer expectation and actual performance provided by the hotel service providers (Jani & Han, 2014).
4. **Customer loyalty** is the repurchase intention and behaviour, willingness to stay loyal with existing product or service and the willingness to recommend the product or service to friends and associates (Syaqirah & Faizurrahman, 2014). The operational definition of customer loyalty defined as the customer revisit and stay again with the same hotel service provider (Wang, 2010).

1.9 Organization of Chapters

This research is intended to examine the factors of relationship and impact to customer loyalty in the hotel industry. Chapter one provides the background of the study, problem statement, research questions and research objectives, significance of research, scope of research and definition of terms.

Chapter two provides literature reviews on the conceptual definition of customer loyalty, personality traits, perceived service quality and customer satisfaction. Follow by the theoretical framework to be presented. Next, previous studies and hypotheses development were discussed, including the relationship between independent variables and dependent variable were discussed in this chapter. Lastly, conclude this chapter with a summary.

Chapter three discussed on research design, population and sample of study, questionnaire designs, operational of variables. Thus, pilot study of each variable, data analysis and summarize it at the end of the chapter

Chapter four presented the findings of the research. The response rate and profile of respondents were discussed in this chapter. Reliability test and statistical analysis inference such as Pearson Correlation Analysis and Simple Linear Regression of each variable were discussed. Next, a summary of hypotheses testing with tables for a better understanding of this study.

Chapter five discussed the results, theoretical and practical contributions, limitation and conclusion were provided to summarize the whole study.



CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This is a review of studies researched or written by previous scholars and practitioner. This part covers related relationship and effect in personality traits on customer loyalty, relationship and impact of perceived service quality toward customer loyalty and relationship and impact between customer satisfaction and customer loyalty. This chapter gave a review summary and conceptual framework for the study.

2.2 Customer Loyalty

Different authors defined loyalty in many way. According to Oliver (1999), the definition of customer loyalty as repurchase or repetitive using the same product or service in the future, although switching behaviour may cause because of situational factors. Put it another way, a buyer continuously purchasing a same product or service, it is loyalty to the product or service due to its strong intentions to repurchasing and stay with the company. Thus, customer loyalty can be reflected in two way which are action in purchase again the same goods or service and suggesting others to buy the goods or service. Loyalty form from cognitive to actual action include four stages such as belief, affective, conative and action. The first stage indicate the products or services met the expectations of the customer which make them to start believe in the brand. The second stage indicate still satisfied with the products or services after few time of purchase experiences. The third stage indicate the intention to make purchase on the same products and services become

a pattern or habit to the customer. The last stage indicate the customer actual behaviour of purchasing (Selnes, 1993).

Customer return, intent to repurchase and recommend to others defined as loyalty. Moreover, loyalty is a form of building trust and close relationship with the customer, which bring to a sustainable relationship caused the customer to repeat purchase over time in the future time. According to Kandampully and Suhartanto (2003), behaviour of repeat purchasing with a same service provider, having a positive attitude toward the service provider and consider to using the same service provider when the service is needed is a degree of loyalty. With referring from different authors, the definition of loyalty is having the similarity meaning in maintain a good and long-term relationships with the service provider. In short, loyalty is demonstrated through the action and behaviour of the customer.

Customer loyalty is intangible and complex, but it is vital and the primary goal of the services industries. Its definition presented through various of authors. Due to customer loyalty is a primary goal for the industries, it often been used as the dependent variable to measure company performance in many studies. The long-term viability of business need loyal customer to sustain. From supplier side, customer loyalty is use to reflect the situation of the customer's retention and perspective toward the supplier. In some case, loyalty is difficult to measure due to several reason such as location, substitute product or habit (Bowen & Chen, 2001).

The world now is facing a long-term economic cycle which led to an economic downturn, this let many industries having difficulties in the operating business. The very first one to feel and face the impact of the economic downturn is the hotel industry because financial shortage reduces the people to travel include local travelling and overseas travelling. To dealing with this challenge, cutting down the cost become the only way for the hotel providers (Lu et al., 2015). Customer loyalty is the critical point for achieving the company objective and increasing profitability over time.

To increasing the competitive advantage in the service industry, the firms have to study and understand how to attracting potential customers and keep the current customers. Previous studies shown customer loyalty help the firm to increase profit and reduce operational cost by using lesser cost to obtain new customers and lesser cost to serve current customers (Bowen & Chen, 2001). Customer with high loyalty is insensitive with the price and easier to be satisfied because customers 'expectation had been known by the service provider, and more empathy if anything does not service correctly. To customers side, they can reduce the time and energy to making decision or search for the service needed, the engagement with the service provider make them enable to eliminate the option of choosing other competitor for the service (Jay Kandampully & Suhartanto, 2003).

Additionally, maintaining customer loyalty is obviously a key goal for business achievements. In other words, loyal customers can be described as a reliable revenue

stream and a sustained profit. Based on many empirical studies and evidence, customer loyalty involved both a long-term attitude and behavioural trends with multiple experiences to reinforce (Uncles, Dowling, & Hammond, 2003). Consequently, with these multiple experiences need to be satisfactory because customer satisfaction most important to increase loyalty in long-term (Lymperopoulos, Soureli, & Chaniotakis, 2013). By the same token, customers can continue to support the service provider by increasing the volume or frequency of their purchase to show their loyalty. From time to time, providing suggestion to improve and keep a positive attitude towards the service provider and if possible, continuing to give a positive words-of-mouth.

In customer firm, a long-term cooperation and engagement enable to reduce the operation cost by lower time consume in communication and lower transaction costs because both parties know what they want and the expectation. This goal can be achieve by develop a strong relationships with the service provider or supplier, longer period of cooperation, better alignment of their interests (Choi & Chu, 2001).

In the firms, numbers of benefits get obtain from loyal customers. Firstly, the firm gain better profits because loyal customer have higher possible to repurchase again the product or service and willing to try the new product or service provided by the firm. Secondly, they make as a referral recommending others to try the product or service of the firm. Thirdly, the behaviour from loyal customer and non-loyal customer are different (Khadka & Maharjan, 2017). A non-loyal customer behaviour negatively on the intention

to repurchase, sensitive to price and not active on giving suggestions and feedback to the firms. Overall, loyal customer help the firm in financial and operation performance of a firm (Mäntymaa, 2013).

By referring to the previous research, it stated that company need to strengthen the bond with customers rather than spending high cost to penetrate the new market segmentation. Hence, to increase margin profitability in business, the method of retaining customer become more attractive than capturing new customers (Lu et al., 2015). Moreover, customer loyalty as the meaning of customer intention of repurchase from the same firm which results in the service or goods received by the customer is more valuable than others (Hellier et al., 2003). In order to achieve company profitability and success every year, the key factor that needs to consider is customer loyalty. While many researchers have indicated the higher the loyalty, the lower price sensibility, greater income, low switching intention and positive word of mouth (Lymperopoulos et al., 2013).

In service industries, many studies have studied on the topic of customer loyalty (Berry, 1995; Bharadwaj, Varadarajan, & Fahy, 1993; Cranage & Sujan, 2004, 2004; Kassim & Abdullah, 2014; Mäntymaa, 2013; Ngo & Huu, 2016; Prentice, 2013; Selnes, 1993; Uncles et al., 2003). Particularly important for hotel industry to study customer loyalty as the reason of hotel industry market are well developed, variety of competition such as attractive physical attributes and unique hotel's services. Consequently, the ways to improve customer loyalty drawn the hotel service providers desire to study about it.

The difference between a satisfied customer and a loyal customer is differentiated by the action of the customer. A satisfied customer is simply satisfied with the service and product received but the customer does not spread positive word-of-mouth, it does not benefit to the hotel. Hence, a satisfied customer is not less important than a loyal customer.

2.3 Personality Traits

Trait Theory had been introduced for a century and it is a most significantly influenced the philosophy and the thought of personality psychology. Over through so many years of researcher analysis and research on this personality topic, it almost had similar results in their studies. When coming to personality psychology, Allport is the father of personality psychology, he was one of the first pioneers to study on personality. He introduced personality with numerous details and well-known definition (Lin, 2010).

A person's individual pattern of actions, thoughts, and sense is the original of personality (Allport, 1937). Some of the related field researchers mentioned personality traits are natural born and are constant, thus others part of researchers believe that personality traits will evolve and changing from time to time to adapt with the situation (Sternberg, 2000).

Two schools had been separated for the Trait Theory. The first school of people trust that the people showing differently because the level of each trait is different even though the people are having the same type of traits. Therefore, traits normally occur in

every one of us. In the other side, the second school research believer that every single individual has their own unique set of traits (Sternberg, 2000).

According to Allport (1937), he characterized traits into three types: cardinal trait, central trait and secondary trait. Besides, surface trait and source trait had been introduced by Cattell (1943). Only three main traits which are psychotic, extraversion and neuroticism had been in personality pointed out by Eysenck & Eysenck (1975). Then, McCrae & John (1991) categories personality traits into five which are extraversion, agreeableness, conscientiousness, neuroticism and openness. It has been referred to as the Big Five Model nowadays. At first, Galton taking place to use many Lexical Hypotheses to define and distinguish personality traits with approximately over 1000 terms were found related to personalities (Uher, 2013). In addition, Allport & Odbert (1936) further the studies of Galton and collected 17,953 adjective words more. After that, Cattell (1943) research and combine it, which make it become 171 adjective words to describe personality traits. Throughout so many studies, research and examining, Norman (1963) discover five basic factors to measure personality traits among the people. The five basic factors are extraversion, agreeableness, conscientiousness, neuroticism and culture. Next, the factor “culture” has proposed by Norman. McCrae & John (1991) to be modified as “openness”, due to they thought openness is covered the wider field of wisdom, creativity, confidence and originality.

An individual characteristic of mindset, feeling and behaviour formed as personality traits (Colvin & Funder, 1991). Personality traits reflect the hidden, true or ideal value of the consumers. It will show the actual need and value wanted by the

customer on products or services. In consumer behaviour literature review, it can discover integrated conceptual frameworks, communicating and understanding the consumer with personality traits (Baumgartner, 2002). As stated by Grabner-Kräuter (2006) personality traits of openness and extraversion have a positive impact on customer loyalty to the brand or product on the used hedonic product such as mobile phones and sports shoes. In past studies, personality traits had shown the different result in behaviour and attitude toward a certain brand. Based on this past evidence, the customer with the high tendency of repurchasing with the same brand are with a certain distinctive characteristic with related to those personality traits pattern (Chi & Qu, 2008). Therefore, a customer predicted more loyalty to a certain brand if the customer has a positive personality.

2.3.1 Openness to Experience

Openness to experience is identified by many researchers. According to McCrae and Costa (1987) openness to experience have the characterize of open and willing to accept new ideas, feeling and different type of thought. Further explained by Salgado, Moscoso and Alonso (2013) , openness to experience have inclination of cultural and creative interests and educational aptitude. As a recap, the trait of openness to experience reflecting the characteristic of a personal attitudes and thought such as aesthetic and artistic interests and progressive values. The trait will affect the reaction and feeling on problem which lead to different action taken to face the problem (John & Srivastava, 1999).

2.3.2 Conscientiousness

Conscientiousness can define as strong responsibility, trustworthy, determination with controlling the situation under plan. The person with conscientiousness trait will very precise on task, trying hard and take initiative in their work. As stated by Gosling and John (1999), conscientiousness traits have the characteristics of well organized, make sure everything is under planning and work efficiently plus is reliable and responsible to a task.

2.3.3 Extraversion

Extraversion individual having the characteristic of assertive, ambitious, talkative, energetic, bold, adventurous and expressive. In contrast, which also called as introversion reflecting the opposite characteristics such as timidity, submissiveness, low self-confidence, silent and inhibited. An extraversion person always like to hang around and social with friend and making new friend, through this process they learn how to adapt into new culture and environment. As mentioned by many researchers, they identified unique and main trait in extraversion are sociable, outspoken, noisy and show-off are also interesting to mention. (John & Srivastava, 1999; McCrae & Costa, 1987)

2.3.4 Agreeableness

Agreeableness individual having the characteristic of willing to trust, unselfish, easy to forgive other and gullible. Based on the study by Zhao and Seibert (2006), the individual with this trait have higher tendency to cooperative and better interpersonal relationship due to willing to trust others. Conversely, the individual with low agreeableness trait is

self-centered, arrogant and obsessive need to control. Based on previous studies, agreeableness also has appeared under the names social adaptability, likability, friendly compliance, agreeableness, and love.

2.3.5 Neuroticism

Neuroticism individual having the characteristic of easy to feel worrying, nervous and negative emotion. According to McCrae and John (1991), the individual with neuroticism trait inclination to experience unsecure, anger, unhappiness, self-consciousness and vulnerability which lead to irrational thinking and low emotional control to themselves.

With further explain by Norman (1963), they are have higher sense and feel toward thing or event that touched them whereas individuals with low level of neuroticism are simply calm and relaxed.

2.3.6 Relationship between Personality Traits and Customer Loyalty

Previous studies conducted by other researchers. Their study found that personality traits impact on intention to repurchase (Gountas & Gountas, 2007). Likewise, there are some research study about personality and customer loyalty are related. Gountas and Gountas (2007), mentioned the personality include thinking, emotion and intuitive to be determined as a factor to influence intention to repurchase, and it has a significant relationship between personality and intention to repurchase.

According to Faullant, Matzler and Mooradian (2011) in their study, they found out extraversion have a positive effect on customer loyalty while neuroticism has a negative effect on customer loyalty. It also supported by Mooradian and Olver (1997) on the automobile industry. Moreover, Lin (2010) study in entertainment industry noted agreeableness, openness to experience have a positive effect on customer loyalty.

Additionally, Orth, Trzesniewski and Robins (2010) stated extraversion, openness to experience, conscientiousness, and agreeableness to have a positive relationship with customer loyalty while neuroticism to relate with customer loyalty in a negative way. Therefore, the hypotheses is proposed as:

H1a: Openness to experience has a positive relationship with customer loyalty.

H1b: Conscientiousness has a positive relationship with customer loyalty.

H1c: Extraversion has positive relationship with customer loyalty.

H1d: Agreeableness has a positive relationship with customer loyalty.

H1e: Neuroticism has a negative relationship with customer loyalty.

H2a: Openness to experience has a positive impact on customer loyalty.

H2b: Conscientiousness has a positive impact on customer loyalty.

H2c: Extraversion has a positive impact on customer loyalty.

H2d: Agreeableness has a positive impact on customer loyalty.

H2e: Neuroticism has a negative impact on customer loyalty.

2.4 Perceived Service Quality

In the past few decades, many researchers had studied about perceived service quality or called as SERVQUAL. Perceived service quality indicates the customer's rating and evaluation of the overall distinction and superiority of the service received (Prentice,2013). The judgment made by the customer from overall experienced services are reflected as perceived service quality (Lu et al., 2015).

Perceived service quality having five different dimensions of measurement which are reliability, assurance, tangibility, empathy and responsiveness. Reliability defines as to guarantee in giving a trustworthy and correct service to the customer. Assurance clarifies as the information and politeness of employee ensure customers feel secure and confident. Tangibility is regarding the physical item which customers be able to use visual, touch and senses to assess the superiority service. It includes the appearance of the building, modern facilities, written materials or cleanness of the staff uniform. Responsiveness reflects the readiness of a firm to assist the customers and to provide prompt service. Empathy refers to the firm's capability to take care customer personal need and attention (A. Parasuraman et al., 1985). To gain a better competitive advantage in the globe, the organization seeking many methods and ways to gain a competitive advantage. Providing an excellent service which outstands the rivals are one of the strategies. As Mäntymaa (2013) and Caruana (2002) mentioned, to achieve and realizing a competitive advantage, enhancing perceived service quality is an inevitable factor.

2.4.1 Relationship between Perceived Service Quality and Customer Loyalty

Research in different industries showed perceived service quality direct positive relationship with customer loyalty. Perceived service quality showed to have a significant and positive influence on customer loyalty. Previous studies conducted in the banking industry by Ngo and Huu (2016) in Vietnam; in the financial industry by (Mäntymaa, 2013) and in the hotel industry by Lee, Barker and Kandampully (2003) observe that perceived service quality have a direct and positive impact toward customer loyalty also.

There are several researchers conducted studies regarding perceived service quality, most of the researchers having a similar finding show a key factor of influence customer loyalty is perceived service quality (Caruana, 2002; Lu et al., 2015). With the discussion before, it can be assumed that perceived service quality has direct positive significant on customer loyalty. Therefore, the hypotheses is proposed as:

H3: Perceived service quality has a positive relationship with customer loyalty.

H4: Perceived service quality has a positive impact on customer loyalty.

2.5 Customer Satisfaction

In consumer behavior studies, customer satisfaction been intensively researched and studied. It illustrates the immediate reaction or emotional feeling toward the experience received. Customer satisfaction is the feeling and response when customers experienced the service or products (Lu et al., 2015). Various type of feeling can be identified such as

disappointment, pleasure or enjoy, it can be caused by the disparity between customer's expectation and actual experience with the services or products received. For instance, the customer's expectation is higher than the actual experience received, the customer will feeling disappointed.

On the other hand, the customer received experience higher than the customer expectation, the customer will feel pleasure and satisfied with the service and product. With this theory, customer satisfaction categorized as three type which are positive disconfirmation, negative disconfirmation and zero disconfirmation. Positive disconfirmation defines as while performance surpasses the customer hope. Negative disconfirmation is when performed under the expectation. Zero disconfirmation as performance same with the expectation (Pereira, Ramos, Andrade, & Oliveira, 2015). Perceived service quality takes a significant role of any firm to upsurge their competitive advantage, the firm can enhance the firm's service quality to increase customer satisfaction. In another word, customer satisfaction is a practical and effective strategy to improvise the firm result and performance (Khadka & Maharjan, 2017).

2.5.1 Relationship between Customer Satisfaction and Customer Loyalty

Customer satisfaction is established as a strong influential variable of customer loyalty. Several of studies have been conducted on the hotel industry to examine the positive relationship between customer satisfaction and customer loyalty. These studies conducted by Bowen and Chen (2001) in the United States; Kandampully and Suhartanto (2003) in

the United Kingdom; (Lu et al.2015) in Taiwan and; Marôco & Marôco (2013) in Portugal on hotel industry showed a positive relationship between customer satisfaction and customer loyalty.

Moreover, a study on bank industry by Felix (2017) in Rwanda also shown that positive relationship between customer satisfaction and customer loyalty. These were similar findings to those studies conducted in the banking industry (Kant & Jaiswal, 2017; Makanyeza & Chikazhe, 2017; Ngo & Huu, 2016; Sharma, 2015). Based on the above discussion, it can be assumed that customer satisfaction would strengthen customer loyalty.

Therefore, the hypotheses is proposed as:

H5: Customer satisfaction has a positive relationship with customer loyalty.

H6: Customer satisfaction has a positive impact on customer loyalty.

2.6 Theoretical Framework

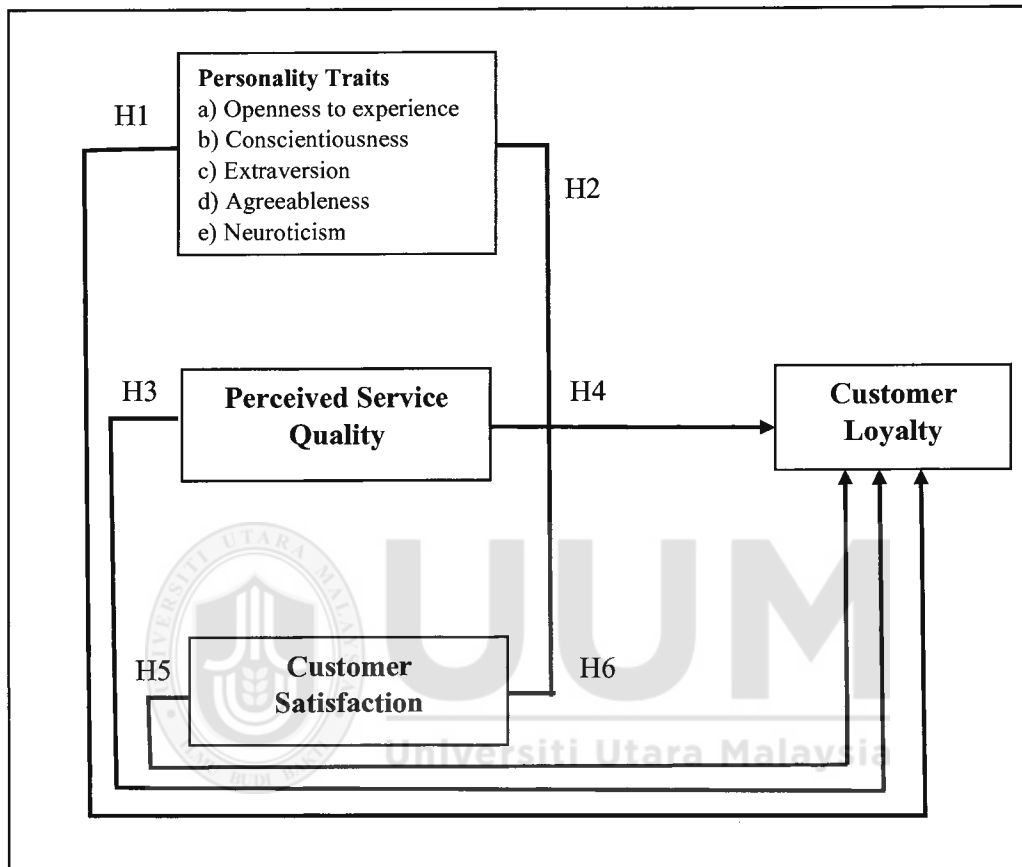


Figure 2.1
Theoretical Framework

With the theoretical framework in figure 2.1, this research focus on the significant relationship and impact of customer personality traits, perceived service quality and customer satisfaction toward customer loyalty. This research shall review the relationship and impact of customer personality trait, perceived service quality and customer satisfaction toward customer loyalty as well as in with the demographic, education and economic information.

2.7 Underpinning Theory

Underpinning theory of this study is social exchange theory (SET).

2.7.1 Social Exchange Theory

The underpinning theory in this study is social exchange theory (SET). Social exchange theory shown the phenomena happen between personality traits and customer loyalty. The social exchange theory appear between personality traits and customer loyalty is relevant due to the customer attitudinal loyalty to the service provider is exchanged for trust of the provider (Bove & Mitzifiris, 2007). Based on Sierra and McQuitty (2005) studies, social exchange theory is a joint activity of social exchange with at least two parties and each party has something value to another party. In the process of exchange, the emotional and characteristic of the person will affect the process of exchange. Due to the joining of both parties in the activity, a responsibility and shared emotion for the outcome. The outcome produce different form of emotion either is positive or negative. Social exchange theory can predicts the outcome of personality traits and customer loyalty greater due to the stronger emotion people will attach with a greater responsibility which indicate higher customer loyalty (Lawler, 2001).

The concept of social exchange theory explains the relationship between perceived service quality and customer loyalty. Homans (1958) mentioned that social exchange theory is the foundation for analyzing human behaviour, while Cook and Rice (2006) stated that social exchange theory was used to understand the organization behaviour. According to Cook and Rice (2006), social exchange theory refers to action of an

individual that are motivated by return or rewards. Similarly, it indicates that two parties that mutually involved in an exchange or transaction beneficial to both. Homans (1958) further explained that individuals maintaining existing providers because they expect something from organization or they will be rewarded. Reward is a stimulus that leads to increase response frequency.

Lambe, Wittmann and Spekman (2001) suggests that social exchange involved economic and social outcome. Specifically, there are four stages of social exchange theory. First stage is an exchange interaction which involves an economic and social outcomes, second stage is the outcomes compared over time to determine the exchange relationship. Third stage is positive outcome of social and economic increase trading partner's commitment and trust of each other in maintaining exchange relationship. Last stage is positive exchange in long term leads to relational exchange that directs the exchange of partners' interactions and communication.

Previous studies conducted by Pervan and Johnson (2002) and; Shiau and Luo, (2012) adapted social exchange theory in business markets and e-commerce industry respectively. In this study, social exchange involved customers and service providers in the context of hotel service providers. Communication process between both customers and service providers is an example of reciprocal process, as suggested by Yim, Anderson and Swaminathan (2013).

In the context of hotel service providers, social exchange theory was used to measure perceived service quality and customer loyalty. Customer tends to stay loyal with

their current service provider because by doing so, they expect reward or something in return from the hotel service providers. Particularly, word of mouth exist when customer received services from the service providers and indirectly, a trust was planted in customer's mind. Moreover, hotel service provider giving extra attention with accurate record to their loyal customers and the reciprocal process between service provider and customers were occurred (Yee, Yeung, & Cheng, 2010).

Similarly, customers are motivated by the extra attention given by hotel service providers and extra attention increase customer's stimulus in response frequency in result making the customer feels satisfied. Therefore, social exchange theory occurs between customer satisfaction and customer loyalty and results in both mutually rewarding and exchange process. In other words, win-win situation occurs between hotel service providers and customers (Agustin & Singh, 2005).

2.8 Summary

This chapter discussed relevant literature reviews on customer loyalty, perceived service quality, personality traits and customer satisfaction. The theoretical framework was developed and it shows a direct relationship of this study. Specifically, direct relationship involved personality traits, perceived service quality, customer satisfaction and customer loyalty. Discussion on previous studies and hypotheses development were presented.

CHAPTER THREE

METHODOLOGY

3.1 Introduction

This chapter discussed the research design and methodology used for this study. The key objective of this study is to investigate the relationship between personality traits, perceived service quality, customer satisfaction and customer loyalty. In detail, it addressed the population and sample of study, sample selection, questionnaire design, operational of variables and pilot study. Finally, this chapter discussed the technique used to analyze data.

3.2 Research Design

The critical success of a research project is an appropriate research methodology (Sekaran & Bougie, 2016). This research was conducted to examine the relationship between personality traits, perceived service quality, customer satisfaction and customer loyalty. In this study, the main technique used to collect data is a quantitative method which involving the distribution questionnaire. According to Sekaran and Bougie (2016), a descriptive study was conducted to describe the characteristics of the respondents. The dependent variable of this study is customer loyalty and the independent variables are personality traits, perceived service quality, customer satisfaction.

3.3 Population and Sample of Study

According to Krieger (2012), the concept of “population” is essential to the population sciences but is hardly defined except in statistical terms. In addition, a population is the whole combination of parts from which the researcher decides to formulate some assumptions (Cooper & Schindler, 2014). To be precise, the research population is collecting individuals or items on a large scale which also is the main focus of the researcher wants to examine. The populations of this study are the hotel customer in Malaysia. It is essential to choose the suitable sample size when conducting a research. As a result, the sample size will directly influence the reliability of the analysis (Hair, Black, Babin, Anderson, & Tatham, 2006).

3.3.1 Sample Size

The sample size for this study is the customer who had stayed hotel in Penang area since customers were experienced the service and environment of the hotel, they will be the best candidate for this research.

Table 3.1 shows the table for determining sample size from a given population. The sample size of this study is 384, while the total population of Penang state are 1.5 million. Therefore, 1,000,000 population size is chosen. The minimum sample required for this study is 384.

According to the Department of Statistics Malaysia (2018), Penang ranked 4th place in contribution to tourism industry with MYR9,012.1 million. Furthermore, it record as the second highest international arrivals and departure in the year 2017 which increased 8.2% from 6,684,026 to 7,232,097 passengers (Department of Statistics Malaysia, 2018). Based on Tourism Malaysia (2015), it recorded the international cruise passengers have increased 32.7% with the number of 199,725 cruise passengers compare to previous year. With the data above, we able to assume Penang are easy to access due to it can be reach by sea, air and road transportation. Hereby with is the reason to choose Penang hotel industry as research sample size.

Table 3.1
Table for Determining Sample Size from a given Population

Population size (N)	Sample size (S)
50000	381
75000	382
1000000	384

Source: Krejcie and Morgan (1970)

3.3.2 Sample Selection

The data for this research was obtained from a convenient sampling method of customer who had stayed hotel in Penang area. Due to the time and cost constraints, no hotel customer outside of Penang area were included. Respondents for the questionnaire was randomly selected within the hotel area who had hotel experience in Penang Area. This

study was collected through self-distributing questionnaires with cover letter by hand in front to respondents in hotel area which by convenient sampling method. This method of data collection will be more flexible, fast and easy access to collect information from the respondents.

Besides, with this technique, the researchers can determine the respondents will not be biased or distorted by any external disturb such as phone call. This survey was designed to get information regarding the customer loyalty of the hotel industry in Malaysia. The data collection is collected in two months which is from 10 August 2018 until 10 Oct 2018. Questionnaires totalling of 450 were being distributed. 400 has been collected back. However, 11 questionnaires were found to be invalid as the answer were incomplete. As a result, only 389 respondents were taken into participants in this study. Due to base on previous research with similar technique, the studies are having response rate around 80% to 85% (Hallowell, 1996; Levesque & McDougall, 1996). Based on Fryrear (2015), 80% and above is a satisfied response rate from a small sample size and internal survey will normally generate 30-40% response rate. Therefore, this research had been distributed 17% more than the sample size (450 questionnaires) as a safety mechanism to get a good response rate. In result, the response rate of this research is 86.4%.

The data collected were supported with the article regarding customer loyalty. From here, the researcher will eventually able to strengthen the existing boundary with the result of the data collection about customer loyalty, customer satisfaction, and

perceived service quality and customer personality trait. The questionnaire will be prepared in the English language.

3.4 Questionnaires Design

The cover page was included in the page first page of the questionnaire to provide an overview objective of this study. Thus, the questionnaire consisted of three sections. Section A is the respondent's general information such as demographics, education level and economic information. Section B requires the respondents to rate the characteristics of personality traits of themselves. Section C requires the respondents to rate perceived service quality of the hotel, satisfaction level and loyalty level toward the hotel with using a five-point Likert scale ranging from "Strongly disagree" to "Strongly agree" in order to achieve the objective of the research.

For example, there are four questions by rating 1-5 Likert scale from "strongly disagree" to "strongly agree" to examine the tangible perceived service quality such as:

1. This hotel has up-to-date equipment.
2. This hotel's physical facilities are visually appealing.
3. This hotel's employees are well dressed and appear neat.
4. The appearance of the physical facilities of this hotel is in keeping with the type of service provided.

Likert-scale questionnaire are the most frequent used instrument for measuring the relationship and affect between variables (Nemoto & Beglar, 2014). Plus, five point scale in the Likert Scale which allow the individual to express the level of agreement toward a statement (McLeod, 2008). In this research, five-point Likert scales measurement used to measure all the questions in Section B and Section C as it can generate data that valid and reliable. Respondents are required to indicate a response to each statement according to the stated scale.

3.5 Operational of Variables

Table 3.2 showing the summary of measurement of the construct which indicate the adoption or adaption question from the original items.

Table 3.2

Summary of Measurement of Construct

Variable	Adopt/ Adapt	Authors	Original Items
Personality Traits	Adopt	Beatrice Rammstedt & Oliver P. John (2007)	10
Perceived Service Quality	Adapt	J. Joseph Cronin, Jr. & Steven A. Taylor (1992)	22
Customer Satisfaction	Adopt	Dev Jani & Heesup Han (2014)	3
Customer Loyalty	Adapt	Chung-Yu Wang (2010)	5

3.5.1 Personality Traits

With adopting from Ramstedth and John (2007), personality traits is a distinct and long-lasting behaviour, feelings and thinking on each individual (Rammstedt & John, 2007).

The operational definition of personality traits defined is the overall evaluation of characteristics traits of customers themselves. Then an evaluation of customer loyalty measure based each different personality traits. Personality traits are the independent variable in this study which measured by using 5 point Likert-scale. The range of the measure is from “1” (strongly disagree) to “5” (strongly agree). Items to measure personality traits were adopted from the study by Ramstedth and John (2007).

3.5.2 Perceived Service Quality

With adapting from J. Joseph Cronin and Taylor (1992), perceived service quality is the overall consumption experience of the customer based on product and service provided by the organization (J. Joseph Cronin & Taylor, 1992). The operational definition of perceived service quality defined is the total quality evaluation of product or service based on their current experience. Perceived service quality is the independent variable in this study which measured by using 5 point Likert-scale. The range of the measure is from “1” (strongly disagree) to “5” (strongly agree). Items to measure perceived service quality were adapted from the study by J. Joseph Cronin and Taylor (1992).

3.5.3 Customer Satisfaction

Jani and Han (2014) defined customer satisfaction as the customer’s comparison between the actual service and product received with expectation performance. The operational definition for satisfaction is the overall evaluation of customer towards hotel service providers based on expected performance with actual performance provided by the hotel service providers. Customer satisfaction is the independent variable in this study which

measured by using 5 point Likert-scale. The range of the measure is from “1” (strongly disagree) to “5” (strongly agree). Customer satisfaction adapted from the study by Jani and Han (2014).

3.5.4 Customer Loyalty

According to Wang (2010) customer loyalty as continuous repurchase behaviour towards preferred product or service. It is important for an organization to stay in a close relationship with customers to create increase the customer loyalty. The operational definition of customer loyalty defined as the customer will choose to stay in again with the same hotel service provider. Customer loyalty is the dependent variable in this study which measured by using 5 point Likert-scale. The range of the measure is from “1” (strongly disagree) to “5” (strongly agree). Items to measure customer loyalty were adapted from the study by Wang (2010).

3.6 Pilot Study

According to Cooper and Schindler (2014), the pilot study used to have an early discovery of the weaknesses or flaw in questionnaire design and instruments which provides a proxy data on the effectiveness of the sample. The pilot study usually conducted on a small scale with a reasonable number of respondents which reflects the target population. Moreover, conducting pilot study enable the researcher to correct shortfalls of the instrument before conducting data collection (Sekaran & Bougie, 2016).

A pilot study was conducted in this study. Among hotel customer in Penang, a total of 30 respondents were selected for the pilot study and questionnaire were distributed. However, 30 usable questionnaires were taken into account in the pilot test. Reliability indicates the stability and consistency of the items and assesses the “goodness” of a measure (Sekaran & Bougie, 2016). According to Hayes (2008), a reliability test was used to test the reliability of the dependent variable and independent variables. The reliability of variables is indicated by Cronbach’s alpha. Coefficient alpha range from 0 indicates no reliability to 1 indicates perfect reliability (Hair et al., 2006). Table 3.3 shows the Cronbach’s alpha for each variable in the study. The Cronbach’s alpha result for personality traits was $\alpha = 0.816$ which is good, $\alpha = 0.950$ for perceived service quality which is excellent, followed by $\alpha = 0.939$ for customer satisfaction which is excellent, $\alpha = 0.940$ for customer loyalty which is also excellent.

Table 3.3
Cronbach’s Alpha for Each Variable

Variables	Cronbach’s Alpha
Personality Traits	0.816
Perceived Service Quality	0.950
Customer Satisfaction	0.939
Customer Loyalty	0.940

3.7 Data Analysis

Statistic Package of Social Science (SPSS) version 22 was practice to analyze and investigate the relationship between all variables. At the first, the data file was created with collected data. Next, the data were labels according to representative variables and defined. Several statistical tools, such as descriptive analytic of Mean, Median, Mode, Standard Deviation (SD) and Variance as well inferential statistics Cronbach's Alpha Reliability test, Pearson Correlation and Simple Linear Regression were practiced in this study.

3.7.1 Pearson's Correlation Analysis

Pearson's correlation analysis is used to measure the relationship between two variables in the study. In addition, it will provide the result, strength and significance of the bivariate relationship. (Sekaran & Bougie, 2016). In fact, the symbol of correlation coefficients named as 'r' and the sign ranged from +1 to -1. Value of +1 shows positive relationship while -1 show a negative relationship. In addition, if the correlation can be categories with very strong, strong, moderate, weak, no or negligible and zero correlation if the correlation is $\pm .70$ or higher, $\pm .40$ to $\pm .69$, $\pm .30$ to $\pm .39$, $\pm .20$ to $\pm .29$, $\pm .01$ to $\pm .19$ and 0, respectively. Table 3.5 below show the strength of Pearson correlation coefficient.

Table 3.4

Strength of Pearson Correlation Coefficient

Range of Coefficient	Description of Strength
$\pm .70$ or higher	Very Strong
$\pm .40$ to $\pm .69$	Strong
$\pm .30$ to $\pm .39$	Moderate
$\pm .20$ to $\pm .29$	Weak
$\pm .01$ to $\pm .19$	No or negligible
0	Zero correlation

Source: Sekaran and Bougie (2016)

3.7.2 Reliability Test

According to Golafshan (2003), reliability is defined as the results which consistent and can reproduce under the same methodology are considered reliable. Its idea is to ensure the result is replicable and repeatable. In addition, based on Sekaran and Bougie (2016), reliability implies as to the extent of study without bias and achieve the result of stability and internal consistency. In this research, the researcher intended to do interitem consistency reliability to measure the answer of all item whether correlated with each other. Hence, Cronbach's alpha is used to test the items. If the Cronbach's Alpha value is greater than 0.7, the internal consistency is acceptable.

Table 3.5

Internal Consistency Measurement

Cronbach's Alpha	Internal Consistency
$0.9 = \alpha$	Excellent
$0.8 = \alpha < 0.9$	Good
$0.7 = \alpha < 0.8$	Acceptable
$0.6 = \alpha < 0.7$	Questionable
$0.5 = \alpha < 0.6$	Poor
$\alpha < 0.5$	Unacceptable

Source: Sekaran & Bougie (2016)

3.7.3 Simple Linear Regression Analysis

Simple Linear Regression is a statistical analysis that examines the impact and affect between one independent variable that to one dependent variable (Schneider, Hommel, & Blettner, 2013). In addition, the aim of conduct this analysis is to examine the relationship that happens between the dependent variable and the independent variable as stated in the hypothesis. Simple linear regression analysis and measure the impact of each independent variables to the dependent variable (Schneider et al., 2013).

3.8 Summary

This chapter discussed the research design of the quantitative approach by using a questionnaire. The chapter also discussed the sample size and sample selection used in this study. A pilot study was conducted to assess the reliability of each item. The statistical techniques employed for analyzing the data were explained.

CHAPTER FOUR

RESULTS AND DISCUSSION

4.1 Introduction

This chapter was discussed the research findings from the survey. It begins with an overview of response rate to the research survey, followed by respondents' profile, results of reliability test and statistical analysis inference.

4.2 Response Rate

For data collection purposes, there were 450 questionnaires distributed to hotel customers in Penang area. However, the questionnaires were collected back are 400. Among 400 questionnaires, 11 questionnaires were unusable due to incomplete data. A total of 389 or 86.4% questionnaire were usable. According to Baruch (1999), based on his research regarding 175 different studies, the average response rate of so many studies were result with 55.6% response rate. This research having response rate of 86.4% which indicate it have a better response rate than average response rate. Table 4.1 indicates the response rate of this research.

Table 4.1
Response Rate

Items	Respondent
The number of questionnaires distributed	450
The number of questionnaires received	400
Usable questionnaire	389
Not usable questionnaire	11
Response Rate	86.4%

4.3 Profile of Respondents

This section describes the background of the respondents in this study. Precisely, it provides demographic information about respondents' gender, age, level of education, monthly income and relevant information, such as the purpose of the trip, what kind of traveller were you this time and is this your first visit to this hotel. Table 4.2 present the profile of the respondents in details.

Table 4.2
Respondents' Profile

Characteristics	No of Respondents	Percentage (%)
Gender		
Male	155	39.8
Female	234	60.2
Age		
20 and below	6	1.5
21-30	350	90
31-40	28	7.2
41-50	3	0.8
51 and above	2	0.5

Characteristics	No of Respondents	Percentage (%)
Education		
Primary School	6	1.5
Secondary School(High School)	9	2.3
Diploma	29	7.5
Degree	304	78.1
Master	41	10.5
PhD	0	0
Others	0	0
Income		
900 and below	77	19.8
901-2000	38	9.8
2001-4000	240	61.7
4001-6000	27	6.9
6001 and above	7	1.8
Purpose		
Vacation	318	81.7
Business Trip	41	10.5
Visiting Relatives or Friends	21	5.4
Attending a Conference, Congress, Seminar, Other Forms of Education	9	2.3
Others	0	0
Partner		
Solo Traveller	53	13.6
Couple	79	20.3
With Family	105	27.0
Friends	152	39.1
Others	0	0
First Visit to this Hotel		
Yes	231	59.4
No	158	40.6

As shown in Table 4.2, during the survey, it was found that most hotel customers who willingly to participate in this research were female which 60.2% from total 389 customers. The respondents mostly fall on the age range of 21-30 years old (90%), followed by the age of 31-40 years old (7.2%). In addition, 1.5% were in the age below 20 years old, 0.8% were in the age range of 41-50 years old and the remaining 0.5% were 51 years old and above. This might because youngster are more willing and comfortable to filling questionnaire.

Thereafter, the majority of the respondents were Degree holder (78.1%) and only 10.5% were Master holder. Primary school holder, Secondary School (High School) holder and diploma holder were 1.5%, 2.3% and 7.5% respectively. It representing current day is common to having a degree education level. According to Table 4.2, most of the respondent are having a monthly income of in the range of RM2000-RM3999 with 61.7%. The minority of the respondent are above RM6000 with 1.8 %.

Also, the purpose of the majority of respondents are having a vacation with 81.7% and the least respondents attending a conference, congress, seminar, and other forms of education were with 2.3 %. Visiting relatives or friends and business trip are 5.4 % and 10.5 % respectively. Moreover, travel with friends is having the highest percentage at 39.1 %. Follow by travel with family are with 27%. Couple having 20.3% while solo traveller having 13.6%. Lastly, more than half of the selected respondents had visited the same hotel, while 40.6% were the first timer who visit the hotel.

4.4 Reliability Test

According to Sekaran and Bougie (2016), if the alpha value is equal to or greater than 0.7 is an acceptable level. While less than 0.7 is considered at a weak and poor level. The reliability test result for the pilot test and real test are shown in Table 4.3 below.

Table 4.3
Reliability Test result for Pilot Test and Real Test

Variables	No. item	Cronbach's Alpha	
		Pilot Test N=30	Real Test N=389
Personality Traits	10	0.816	0.741
Perceived Service Quality	22	0.950	0.907
Customer Satisfaction	3	0.939	0.897
Customer Loyalty	5	0.940	0.939

The overall coefficient of reliability for the pilot test and real test are more than 0.7. According to Sekaran and Bougie (2016) and referring to table 3.3, the measurement of the variable for both independent and dependent variable is acceptable. For personality traits is fall on level of acceptable internal consistency with $\alpha = 0.741$. For customer satisfaction is fall on level of good internal consistency with $\alpha = 0.897$. For perceived service quality and customer loyalty are fall on level of excellent internal consistency with $\alpha = 0.907$ and $\alpha = 0.939$, respectively.

4.5 Statistical Analysis Inference

In this study, inference statistical analysis used to analyze the findings through test methods like Pearson's Correlation and Simple Linear Regression Analysis to test the hypotheses with the aim of achieving the research objectives. The aim of using Pearson Correlation Analysis is to gain the view of the relationship between personality traits, perceived service quality, customer satisfaction and customer loyalty. On the other hand, Simple Linear Regression Analysis was used to investigate the direct relationship and the significance of each independent variables with dependent variables in the study.

4.5.1 Pearson Correlation Analysis

Pearson correlation analysis is to measure the relationship between two variables. According to Reimann, Filzmoser, Garrett and Dutter (2008), Pearson correlation methods normally result in between -1 and $+1$ to show the relation of two variable. Especially, a correlation of ± 0.5 implies a significant relationship. Based on the correlation result as table 4.4 below, correlation value for openness to experience, conscientiousness, extraversion, agreeableness and neuroticism and were -0.085 , 0.183 , -0.102 , 0.138 and -0.117 , respectively. These had achieve the first objective of the research which to identify the personality traits and customer loyalty. Thus, independent variables perceived service quality, customer satisfaction illustrates the value of correlation is more than 0.5 which perceived service quality with variable r was 0.603 and the customer satisfaction of the variable r was 0.835 . This indicate perceived service quality show strong positive correlation with customer loyalty and customer satisfaction show a very strong positive correlation with customer loyalty. It had completed the research objective three and five.

Table 4.4
Results of Pearson Correlation Analysis

No		Hypothesis	P-value	Correlation Value	Hypothesis Results
1	H1a	Openness to experience has a positive relationship with customer loyalty.	.095	-.085	Not Accepted
2	H1b	Conscientiousness has a positive relationship with customer loyalty.	.000	.183	Accepted
3	H1c	Extraversion has positive relationship with customer loyalty.	.044	-.102	Not Accepted
4	H1d	Agreeableness has a positive relationship with customer loyalty.	.006	.138	Accepted
5	H1e	Neuroticism has a negative relationship with customer loyalty.	.021	-.117	Accepted
6	H3	Perceived service quality has a positive relationship with customer loyalty.	.000	.603	Accepted
7	H5	Customer satisfaction has a positive relationship with customer loyalty.	.000	.835	Accepted

4.5.2 Simple Linear Regression

Linear simple regression analysis was used to evaluate the effects of independent variables on dependent variable differently which are personality traits (extraversion, agreeableness, conscientiousness, neuroticism and openness to experience) toward customer loyalty, perceived service quality toward customer loyalty and customer satisfaction toward customer loyalty.

Table 4.5
Results of Simple Linear Regression Analysis

No		Hypothesis	P-value	R Square Value	F Value	Hypothesis Results
1	H2a	Openness to experience has a positive impact on customer loyalty.	.095	.007	2.806	Not Accepted
2	H2b	Conscientiousness has a positive impact on customer loyalty.	.000	.033	13.390	Accepted
3	H2c	Extraversion has a positive impact on customer loyalty.	.044	.010	4.083	Not Accepted
4	H2d	Agreeableness has a positive impact on customer loyalty.	.006	.019	7.497	Accepted
5	H2e	Neuroticism has a negative impact on customer loyalty.	.021	0.14	5.374	Accepted
6	H4	Perceived service quality has a positive impact on customer loyalty.	.000	.363	220.661	Accepted
7	H6	Customer satisfaction has a positive impact on customer loyalty.	.000	.697	888.573	Accepted

4.5.2.1 Openness to experience has a positive impact on customer loyalty

As depicted in Table 4.5, the regression results revealed the R square value of 0.007. This indicates that 0.7% variance that explained the DV (customer loyalty) was accounted by the IV (openness to experience) where the F value = 2.806 at $p > 0.05$. Thus, openness to experience has no positive impact on customer loyalty.

4.5.2.2 Conscientiousness has a positive impact on customer loyalty

As depicted in Table 4.5, the regression results revealed the R square value of 0.033. This indicates that 3.3% variance that explained the DV (customer loyalty) was accounted by the IV (conscientiousness) where the F value = 13.390 at $p < 0.01$. Besides, conscientiousness has a positive impact on customer loyalty.

4.5.2.3 Extraversion has a positive impact on customer loyalty

As depicted in Table 4.5, the regression results revealed the R square value of 0.010. This indicates that 0.10% variance that explained the DV (customer loyalty) was accounted by the IV (extraversion) where the F value = 4.083 at $p < 0.05$. Therefore, extraversion has no positive impact on customer loyalty.

4.5.2.4 Agreeableness has a positive impact on customer loyalty

As depicted in Table 4.5, the regression results revealed the R square value of 0.019. This indicates that 1.9% variance that explained the DV (customer loyalty) was accounted by the IV (agreeableness) where the F value = 7.497 at $p < 0.01$. Moreover, agreeableness has a positive impact on customer loyalty.

4.5.2.5 Neuroticism has a negative impact on customer loyalty

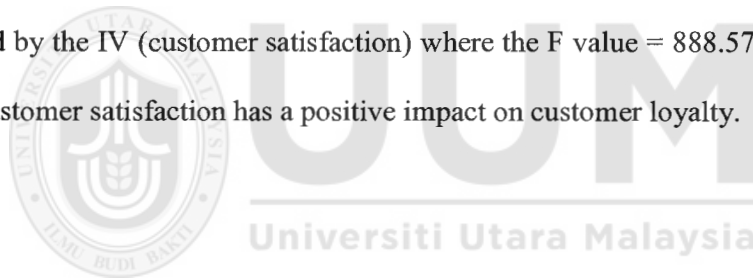
As depicted in Table 4.5, the regression results revealed the R square value of 0.014. This indicates that 1.4% variance that explained the DV (customer loyalty) was accounted by the IV (neuroticism) where the F value = 5.374 at $p < 0.05$. Furthermore, neuroticism has a negative impact on customer loyalty.

4.5.2.6 Perceived service quality has a positive impact on customer loyalty

As depicted in Table 4.5, the regression results revealed the R square value of 0.363. This indicates that 36.3% variance that explained the DV (customer loyalty) was accounted by the IV (service quality) where the F value = 220.661 at $p < 0.01$. In addition, perceived service quality has a positive impact on customer loyalty.

4.5.2.7 Customer satisfaction has a positive impact on customer loyalty

As depicted in Table 4.23 until Table 4.25, the regression results revealed the R square value of 0.697. This indicates that 69.7% variance that explained the DV (customer loyalty) was accounted by the IV (customer satisfaction) where the F value = 888.573 at $p < 0.01$. As a result, customer satisfaction has a positive impact on customer loyalty.



4.6 Summary of Hypotheses Testing

The result summary of hypotheses testing shown in Table 4.6.

Table 4.6
Summary of Hypotheses Testing

	Description of Hypothesis	Results
H1a	Openness to experience has a positive relationship with customer loyalty.	Not Accepted
H1b	Conscientiousness has a positive relationship with customer loyalty.	Accepted
H1c	Extraversion has positive relationship with customer loyalty.	Not Accepted
H1d	Agreeableness has a positive relationship with customer loyalty.	Accepted
H1e	Neuroticism has a negative relationship with customer loyalty.	Accepted
H2a	Openness to experience has a positive impact on customer loyalty.	Not Accepted
H2b	Conscientiousness has a positive impact on customer loyalty.	Accepted
H2c	Extraversion has a positive impact on customer loyalty.	Not Accepted
H2d	Agreeableness has a positive impact on customer loyalty.	Accepted
H2e	Neuroticism has a negative impact on customer loyalty.	Accepted
H3.	Perceived service quality has a positive relationship with customer loyalty.	Accepted
H4.	Perceived service quality has a positive impact on customer loyalty	Accepted
H5.	Customer satisfaction has a positive relationship with customer loyalty.	Accepted
H6.	Customer satisfaction has a positive impact on customer loyalty	Accepted

4.7 Summary

This chapter describes the findings of the analysis. All of the data were analyzed using SPSS version 22 and involves the analysis of demographic characteristics, reliability analysis, and hypothesis testing. This chapter intends to study the relationship and impact of personality traits, perceived service quality and customer satisfaction toward customer loyalty in the hotel industry. In addition, the findings and analysis of this chapter are to identify and determine the relationship among dependent variable, independent variable and hypotheses.



CHAPTER FIVE

CONCLUSION AND RECOMMENDATION

5.1 Introduction

This chapter discusses the research objective based on the findings presented in the previous chapter on the relationship and impact of personality traits, perceived service quality and customer satisfaction toward customer loyalty. This chapter also provides a theoretical and practical contribution in the context of hotel service providers. Lastly, the limitation and the overall conclusions are described.

5.2 Discussion of the Findings

This study summarized fourteen hypotheses in which four hypotheses was not accepted and ten hypotheses were accepted and the overall research findings were discussed. In particular, the objectives of this research were to examine the relationship and impact of personality traits, perceived service quality, customer satisfaction on customer loyalty.

5.2.1 The Difference of Respondents' Demographic

Data were gathered from hotel customer in Penang area. Penang is located in north of Malaysia, with 1048 square kilometre and the population nearly 1.8 million. Due to Penang had been a British crown colony, there are a lot of historical building and culture still remain until nowadays. This make Penang enrich with historical story, moreover, it merged with the local culture and become a unique experience for tourists. Furthermore, Penang had been named second top destination in 2017 by CNN with also having one of

the Asia best street foods (Dermawan, 2017). Due to this reason, Penang will be the suitable location to conduct this survey which having high number of international tourists and local tourists arrival with the purpose of having vacation. Under this circumstances, the tourist will be more prefer and focus on the comfortableness and quality of the place they stay, which making Penang an appropriate survey location.

450 questionnaires were distributed and 389 were returned and usable, representing 86.4% participation (as shown in Table 4.1). Results of the respondents' demographic (as shown in Table 4.2) displayed that 60.2% of the respondents were female and 39.8% were male. The number of female respondents was higher compared to male respondents because female respondents presence higher, more helpful and willingness to fill in the questionnaire than male respondents in the Penang (Curtin, Presser, & Singer, 2000). Specifically, the majority of the respondents were in the age bracket of 21-30 years old (90%), it show younger people are more likely to participate in filling questionnaire than older people (Groves, Dillman, Eltinge, & Little, 2001). Majority of the respondents were Degree holder (78.1%) In general, more educated are more likely to participate in surveys than less educated (Curtin et al., 2000; Goyder, Warriner, & Miller, 2002).

Most of the respondent are having a monthly income of in the range of RM2000-RM3999 with 61.7%. This is consistent with the report from The Sun Daily (2018), where the average monthly income of youngsters in Malaysia is RM2,880. Besides, the purpose of the majority respondents are having a vacation with 81.7%. While with friends is having

the highest percentage of 39.1 %. This result similar with the survey of Omar and Mohamed (2018), which also recorded majority of the tourist are having vacation and travelling with friends. With the result of 59.4 % of the total respondents are the first visit to the hotel due to according to Penang Tourist Survey Report 2017, around 50% of the total tourists to Penang include international and domestic tourists are first-time visitors.

5.2.2 Personality Traits, Perceived Service Quality, Customer Satisfaction and Customer Loyalty

The research questions deal with the relationships between the independent variables and the dependent variable. Fourteen hypotheses are developed to identify the influence of personality traits, perceived service quality, customer satisfaction on customer loyalty.

5.2.2.1 To Identify the Relationship and Impact between Customer Personality Traits and Customer Loyalty

The first and second research objectives are to identify the relationship and impact between customer personality traits and customer loyalty. The hypotheses are:

H1a. Openness to experience has a positive relationship with customer loyalty.

H1b. Conscientiousness has a positive relationship with customer loyalty.

H1c. Extraversion has positive relationship with customer loyalty.

H1d. Agreeableness has a positive relationship with customer loyalty.

H1e. Neuroticism has a negative relationship with customer loyalty.

H2a. Openness to experience has a positive impact on customer loyalty.

H2b. Conscientiousness has a positive impact on customer loyalty.

H2c. Extraversion has a positive impact on customer loyalty.

H2d. Agreeableness has a positive impact on customer loyalty.

H2e Neuroticism has a negative impact on customer loyalty.

Personality traits formed different feeling opinion, perspective, opinion, attitude and behaviour on a same service, product or thing. Thus, a person personality will affect the reaction and received feeling. By all means, customer with different personality will have different perceptions and tendency of customer loyalty.

Therefore, the H1a and H2a hypothesis is used to identify whether there is a relationship and impact between openness to experience and customer loyalty. According to the Pearson correlation and linear regression analysis, no relationship and impact between openness to experience and customer loyalty. This show that openness to experience does not influence and impact customer loyalty.

Moreover, the H1b and H2b hypothesis is used to identify whether there is a relationship and impact between conscientiousness and customer loyalty. As the result of the Pearson correlation and linear regression analysis, there are small and positive

relationship also impact on customer loyalty. This show that conscientiousness have slight positive influential on customer loyalty

Thus, the H1c and H2c hypothesis is used to identify whether there is a relationship and impact between extraversion and customer loyalty. Based on the Pearson correlation and linear regression analysis, there are small and negative relationship also impact on customer loyalty. This show that extraversion have slight negative influential on customer loyalty

Hence, the H1d and H2d hypothesis is used to identify whether there is a relationship and impact between agreeableness and customer loyalty. Referring to Pearson correlation and linear regression analysis, there are small as also positive relationship and impact on customer loyalty. This show that agreeableness have slight positive influential on customer loyalty

Furthermore, the H1e and H2e hypothesis is used to identify whether there is a relationship and impact between neuroticism and customer loyalty. Shown by the Pearson correlation and linear regression analysis, there are small and negative relationship also impact on customer loyalty. This show that neuroticism have slight negative influential on customer loyalty

As summary of the finding had shown a positive relationship between the personality traits of conscientiousness and agreeableness with customer loyalty. Thus, extraversion and neuroticism showed a negative relationship with customer loyalty. As openness to experience have no relationship with customer loyalty. This indicates when a customer with the personality of conscientiousness and agreeableness having a higher tendency of loyalty to the hotel. The finding was consistent by past research stated that personality of conscientiousness and agreeableness and customer loyalty has a positive relationship (Jani & Han, 2014).

5.2.2.2 To Identify the Relationship and Impact between Perceived Service Quality and Customer Loyalty

The third and fourth research objectives are to identify the relationship and impact between perceived service quality and customer loyalty. The hypotheses are:

H3: Perceived service quality has a positive relationship with customer loyalty.

H4: Perceived service quality has a positive impact on customer loyalty.

The finding had shown a positive relationship and impact between perceived service quality and customer loyalty. It demonstrated the service quality received by customer is a major influential factor determine the tourists' perception, resulting in their customer loyalty with hotels in Penang and their chances of returning to the same hotels. The factor appears to relate to the aspects of perceived service quality. Perceived service quality has been found as an important factor to customer loyalty and it explained by having 36.3% variance. This indicates when perceived service quality is good, customer loyalty of the

hotel will increase. According to Prentice (2013), perceived service quality is a perception of customer based on product or service offered by the company. In other words, every customer have their own perception and perspective without a definite standards. The finding was consistent by past research stated that perceived service quality and customer loyalty has a positive relationship (Cranage & Sujan, 2004; S. Lee, Barker, & Kandampully, 2003; Ramanathan & Ramanathan, 2011). Hence, the hotel service providers should keep on improve their perceived service quality to sustain the customer repurchase or re-patronize behaviour to the hotel.

5.2.2.3 To Identify the Relationship and Impact between Customer Satisfaction and Customer Loyalty

The fifth and sixth research objectives are to identify the relationship and impact between customer satisfaction and customer loyalty. The hypotheses are:

H5: Customer satisfaction has a positive relationship with customer loyalty.

H6: Customer satisfaction has a positive impact on customer loyalty.

Customer satisfaction is sense of fulfilment and reached the expectation based on the experience provided. Customer feel satisfied with the products or services provided by the hotel when the service or product is over the expectation of the customer, in another round, the customer will dissatisfied when the service or product is under their expectation. The finding had shown a positive relationship and impact on customer satisfaction and customer loyalty. It proven customer satisfaction is the most influence factor on customer loyalty, it have a significant effect on the repurchase intention and revisit to the hotel. An

satisfied service received by customer, it affect the action and behaviour in all aspect such as giving positive word-of-mouth , repurchase behaviour and recommend to friends, family and colleagues. Customer satisfaction appear to as an important factor related to customer loyalty. Thus, the feeling of satisfaction was highly affected the behaviour and intention of the customer which explained with 69.7% of its variance. This indicates when customer satisfied, customer loyalty of the hotel will increase. The finding was consistent by past research (Choi & Chu, 2001; Jay. Kandampully & Suhartanto, 2000) stated that customer satisfaction and customer loyalty has a positive relationship. It is vital for the company to provide excellent services and products to increase customer satisfaction and customer loyalty.



5.3 Contributions of the Study

5.3.1 Theoretical Contributions

This study is to examine the relationship between personality traits, perceived service quality, customer satisfaction and customer loyalty while highlighting personality traits, perceived service quality and customer satisfaction as the predictors that influence customer loyalty. While also enhance the boundaries of social exchange theory of personality traits, perceived service quality, customer satisfaction and customer loyalty in the hotel industry. The empirical evidence from this study contributes to the body of knowledge in the context of hotel service providers in Malaysia.

Our findings are having the similar result with the current understanding in previous studies that personality traits of agreeableness, conscientiousness and neuroticism which presented agreeableness and conscientiousness have a positive relationship and impact on customer loyalty while neuroticism has a negative relationship impact on customer loyalty. The outcome of this study improves researcher's knowledge of customer loyalty while highlighting personality traits, perceived service quality and customer satisfaction as the predictors that influence customer loyalty. The empirical evidence from this study contributes to the body of knowledge in the context of hotel service providers in Malaysia (Jani & Han, 2014; Kim et al., 2018; Lin, 2010).

While perceived service quality and customer satisfaction have similar results with previous studies. Perceived service quality and customer satisfaction are positively influence customer loyalty (Bowen & Chen, 2001; Choi & Chu, 2001; Cranage & Sujan, 2004; Han & Back, 2008; Kandampully & Suhartanto, 2000, 2003; Kandampully, Zhang, & Bilgihan, 2015; Palese & Usai, 2018; A. Parasuraman et al., 1985; A. Parasuraman, Zeithaml, & Berry, 1988; Ramanathan & Ramanathan, 2011; Selnes, 1993).

In addition, personality traits have not been studied in the context of hotel service providers in Malaysia. This study contributes to the researcher's knowledge by examining the importance of personality traits in the context of hotel service providers. This study also combined the predictors of customer loyalty in one single framework, while previous studies were conducted separately in the different framework on the factors that influence

customer loyalty. Thus, this study contributes to the direct factors that influence customer loyalty in the hotel industry.

Besides, this research consistent with previous studies of social exchange theory. Social exchange theory explained the phenomena of exchange of emotion between customer and hotel service provider in order to create a strong bonding between both parties, in result customer being more loyal to the hotel. This was proved by Stefanou et al. (2003) in Greece and Shiau and Luo (2012) in Taiwan adapted social exchange theory in their study. Social exchange theory involved reciprocity between customer and service providers.

Moreover, perceived service quality was found to be one of the factor that contributes to customer loyalty and explained in the context of hotel service providers. An expectation of gaining reward from the hotel service providers motivates customer to stay loyal with the hotel service providers. Specifically, customer would spread positive word of mouth when rewards received were above their expectation, for instance providing right service on the first time and personal care for the customer. Word of mouth is effective for customer to generate and increase the reputation of hotel service providers.

Lastly, a satisfied customer will continue to stay with the same hotel service providers. As the customer will be loyalty to the hotel service provider when the hotel service providers providing the service and the performance was exceed their expectation.

Therefore, the underpinning theory of social exchange theory was able to validate customer satisfaction and customer loyalty in the context of this research. This research was undertaken an underpinning theories which is social exchange theory. Therefore, this study contributes this theory by supporting the variables in the context of hotel service providers in Penang.

5.3.2 Practical Contributions

The outcome of this study showed the influential factors of customer loyalty in the context of hotel service providers. The findings can be used by service providers to improve and enhance customer loyalty in the context of hotel service providers. The outcomes of this study were found to be informative for service providers in Malaysia. Moreover, perceived service quality and customer satisfaction were significantly influencing customer loyalty. Personality traits were having some slightly influence customer loyalty in the context of this study. In this study, customer satisfaction has the most significant positive relationship and impact on customer loyalty. It acknowledged service providers on the importance of satisfaction to customers and it showed that customer satisfaction is the most concerned factor that determined customer loyalty towards hotel service providers.

Furthermore, with the understanding of the factor of customer loyalty, the hotel able to evaluate and implement a better market strategy to enhance customer loyalty, by improving perceived service quality and ensuring the customer are satisfied. The hotel service providers able to use this study to ensure providing better perceived service quality

in five dimensions which are reliability, assurance, tangibility, empathy and responsiveness (Palese & Usai, 2018).

As shown in Table 4.2, the majority of the hotel customer are in the age range of 21-30 years old which travelling with friends. With this findings, hotel service providers are able to formulate strategies and making them as target customer, to improvise and modify the operation as well as services in the hotel. Fulfil the customer needs and satisfy them with a good perceived service quality, in order to achieve positive disconfirmation by exceeding their expectation. According to Kandampully et al. (2015), understand and provide the customer needs to the key driver to encourage the customer to stay loyal with the hotel. Hotel service providers should focus on all the factors in this study and used the outcome of this study to enhance customer loyalty.

5.3.3 Methodology Contributions

This study enables the research having a better insight of examine and evaluate the relationship and impact between the independent variables and dependant variable. Adapting the questionnaire from different field or industry with high Cronbach's Alpha value (0.885) is the methodology contribution of our study. In our study, we adapt from J. Joseph Cronin and Taylor (1992) questionnaire of perceived service quality which collect data in four industries which are banking, pest control, dry cleaning, and fast food industry. Moreover, we adapt from another author questionnaires (Wang, 2010) which is regarding customer loyalty in haircut service industry. This also provided a very high Cronbach's Alpha value with 0.91 for the adapted questionnaire.

This study acknowledge the research with this new framework and the questionnaire design in the context of hotel service provider. The outcome of this study will be found enlighten and a new insight for researcher in hotel industry field to improve the research quality and delivery of high quality research results to the end users.

5.4 Limitations and Recommendations for Future Research

There are several limitations to this study. Firstly, this study was limited to hotel customer in Penang area. Specifically, it is difficult to predict the actual behaviour of hotel customer in whole Malaysia. Each of the hotel customers may behave and engaged differently towards the hotel service providers. Therefore, further research may examine on a larger scale such as in several state or whole Malaysia in a research to determine the factors that influence customer loyalty. This will enhance the opportunities in gaining an accurate outcome for customer loyalty in the context of hotel service providers.

Secondly, is the limitation is the time in collecting data. The sample of this study was at least 389 usable questionnaires and it took two months in collecting data. Time was limited, thus convenient sampling method was used in collecting data. Hence, future research may provide longer time in data collection process in understanding behaviour and preferences of hotel service providers.

Lastly, the limitation of this study is limited variables. Variables that used in this study were personality traits, perceived service quality, and customer satisfaction. Due to

the limitation of time, this research is limited to three variables in measuring factor that influence customer loyalty. It is believed that there are others significant variables that influence customer loyalty in the hotel industry. Therefore, future research may investigate others factors that influence customer loyalty in the context of hotel industry such as perceived price, switching costs, brand image and brand reputation. Explicitly, the price is an important variable for customers to purchase product or service. In the context of hotel service providers, it is important to understand creating switching cost to encourage the customer to stay loyal. Brand image and reputation are important in the service sector because hotel service providers provide intangibles service, which difficult for customers to measure and compare. Thus, obtaining a good brand image and reputation be an effective tool to increase the customer's confidence towards the brand.

5.5 Conclusion

In conclusion, this research examines the factors that influencing hotel service providers in Penang area. In particular, ten hypotheses were accepted in this study and four hypotheses was not accepted. Firstly, there was a strong positive relationship and significant impact from perceived service quality and customer satisfaction on customer loyalty. Secondly, the personality traits of conscientiousness and agreeableness have a positive relationship and weak impact on customer loyalty. Thirdly, the personality trait of neuroticism has a negative relationship and weak impact on customer loyalty.

In short, some of the findings of this study supported with previous researchers. Hope these findings able to give benefits to both researchers and hotel service providers in increase customer loyalty in the hotel industry.



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Appendices

Appendix A: Adopted and Adapted Items and Original Items

i) Personality Traits

Original Item		Adopted Item		Sources	Cronbach Alpha
1.	...is reserved	1.	...is reserved	Beatrice Rammstedt & Oliver P. John (2007)	0.7
2.	...is generally trusting	2.	...is generally trusting		
3.	...tends to be lazy	3.	...tends to be lazy		
4.	...is relaxed, handles stress well	4.	...is relaxed, handles stress well		
5.	...has few artistic interests	5.	...has few artistic interests		
6.	...is outgoing, sociable	6.	...is outgoing, sociable		
7.	...tends to find fault with others	7.	...tends to find fault with others		
8.	...does a thorough job	8.	...does a thorough job		
9.	...gets nervous easily	9.	...gets nervous easily		
10.	...has an active imagination	10.	...has an active imagination		

Appendix A: Adopted and Adapted Items and Original Items (Continued)

ii) Service Quality

	Original Item	Adapted Item	Sources	Cronbach Alpha
1.	XYZ has up-to-date equipment.	1. This hotel has up-to-date equipment.	J. Joseph Cronin, Jr. and Steven A. Taylor(1992)	0.885
2.	XYZ's physical facilities are visually appealing.	2. This hotel's physical facilities are visually appealing.		
3.	XYZ's employees are well dressed and appear neat.	3. This hotel's employees are well dressed and appear neat.		
4.	The appearance of the physical facilities of XYZ is in keeping with the type of service provided.	4. The appearance of the physical facilities of this hotel is in keeping with the type of service provided.		
5.	When XYZ promises to do something by a certain time, it does so.	5. When this hotel promises to do something by a certain time, it does so.		
6.	When you have problems, XYZ is sympathetic and reassuring.	6. When you have problems, this hotel is sympathetic and reassuring.		
7.	XYZ is dependable.	7. This hotel is dependable.		
8.	XYZ provides its services at the time it promises to do so.	8. This hotel provides its services at the time it promises to do so.		
9.	XYZ keeps its records accurately.	9. This hotel keeps its records accurately.		
10.	XYZ does not tell its customers exactly when services will be performed.	10. This hotel does not tell its customers exactly when services will be performed.		
11.	You do not receive prompt service from XYZ employees.	11. You do not receive prompt service from this hotel employees.		

12. Employees of XYZ are not always willing to help customers.	12. Employees of this hotel are not always willing to help customers.
13. Employees of XYZ are too busy to respond to customer requests promptly.	13. Employees of this hotel are too busy to respond to customer requests promptly.
14. You can trust employees of XYZ	14. You can trust employees of this hotel
15. You can feel safe in your transactions with XYZ's employees.	15. You can feel safe in your transactions with this hotel's employees.
16. Employees of XYZ are polite.	16. Employees of this hotel are polite.
17. Employees get adequate support from XYZ to do their jobs well.	17. Employees get adequate support from this hotel to do their jobs well.
18. XYZ does not give you individual attention.	18. This hotel does not give you individual attention.
19. Employees of XYZ do not give you personal attention.	19. Employees of this hotel do not give you personal attention.
20. Employees of XYZ do not know what your needs are.	20. Employees of this hotel do not know what your needs are.
21. XYZ does not have your best interests at heart.	21. This hotel does not have your best interests at heart.
22. XYZ does not have operating hours convenient to all their customers.	22. This hotel does not have operating hours convenient to all their customers.

Appendix A: Adopted and Adapted Items and Original Items (Continued)

iii) Customer Satisfaction

Original Item	Adopted Item	Sources	Cronbach Alpha
1. My overall experiences at this hotel are satisfactory	1. My overall experiences at this hotel are satisfactory	Dev Jani & Heesup Han (2014)	0.891
2. Overall, I am highly satisfied with this hotel	2. Overall, I am highly satisfied with this hotel		
3. Overall, compared to other hotels, I am satisfied with this hotel	3. Overall, compared to other hotels, I am satisfied with this hotel		



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Appendix A: Adopted and Adapted Items and Original Items (Continued)

iv) Customer Loyalty

Original Item	Adapted Item	Sources	Cronbach Alpha
1. I consider the hairstylist/barber as my first choice for hairstyling barber services.	1. I consider the hotel as my first choice for hotel services.	Chung-Yu Wang (2010)	0.91
2. I will patronize the hairstylist/barber more in the next few years.	2. I will stay in this hotel more in the next few years.		
3. I have said positive things about the hairstylist/barber to other colleagues.	3. I have said positive things about this hotel to other colleagues.		
4. I have recommended the hairstylist/barber to colleagues who seek my advice.	4. I have recommended this hotel to colleagues who seek my advice.		
5. I have encouraged others to patronize the hairstylist/barber.	5. I have encouraged others to stay in this hotel		

Appendix B: Questionnaire



The Impact of Personality Traits, Service Quality and Customer Satisfaction on Customer Loyalty in Hotel Industry

Dear Respondents,

This survey is part of my Master thesis to investigate the impact of personality traits, service quality, and customer satisfaction toward customer loyalty in the hotel industry. I am grateful to invite you to participate in this survey. This survey is to investigate the determinants impact on hotel customers 'loyalty. This questionnaire will take approximately 5-10 minutes to complete. Information provided will be kept confidential and will be used purely for academic purpose. I greatly appreciated your help for completing the survey. Your participation in making this research a success was greatly appreciated. If you have any queries or you are interested to know the outcomes of the research kindly contact me.

Yours Sincerely,

Yap Gay Soon

Master of Science (Management)
Universiti Utara Malaysia.
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Dr. Indraah A/P Kolandaisamy
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Section A: Personal Information

Instruction: Please tick (✓) or fill in appropriate space.

1. Gender:

Male	
Female	

2. Age:

20 years and below	
21-30 years	
31-40 years	
41-50 years	
51 years and above	

3. Level of Education:

Primary School	
Secondary School(High School)	
Diploma	
Degree	
Master	
PhD	
Other: <i>Please specific</i>	

4. Monthly Income:

RM900 and below	
RM901 – RM2000	
RM2001 – RM4000	
RM4001 – RM6000	
RM6001 and above	

5. Purpose of the trip:

Vacation	
Business Trip	
Visiting relatives or friends	
Attending a conference, congress, seminar, other forms of education	
Others: <i>Please specific</i>	

6. What kind of traveller were you this time?

Solo Traveller	
Couple	
With Family	
Friends	
Other:	

7. Is this your first visit to this hotel:

Yes	
No	

Section B: Please circle how strongly you agree or disagree with each of the following statement based on the Likert scale below:

1	2	3	4	5
Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

I see myself as someone(customer) who:					
1.	...is reserved	1	2	3	4 5
2.	...is generally trusting	1	2	3	4 5
3.	...tends to be lazy	1	2	3	4 5
4.	...is relaxed, handles stress well	1	2	3	4 5
5.	...has few artistic interests	1	2	3	4 5
6.	...is outgoing, sociable	1	2	3	4 5
7.	...tends to find fault with others	1	2	3	4 5
8.	...does a thorough job	1	2	3	4 5
9.	...gets nervous easily	1	2	3	4 5
10.	...has an active imagination	1	2	3	4 5

Section C: Please circle how strongly you agree or disagree with each of the following statement based on the Likert scale below:

1	2	3	4	5
Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

QUAL1	This hotel has up-to-date equipment.	1	2	3	4	5
QUAL2	This hotel's physical facilities are visually appealing.	1	2	3	4	5
QUAL3	This hotel's employees are well dressed and appear neat.	1	2	3	4	5
QUAL4	The appearance of the physical facilities of this hotel is in keeping with the type of service provided.	1	2	3	4	5
QUAL5	When this hotel promises to do something by a certain time, it does so.	1	2	3	4	5
QUAL6	When you have problems, this hotel is sympathetic and reassuring.	1	2	3	4	5
QUAL7	This hotel is dependable.	1	2	3	4	5
QUAL8	This hotel provides its services at the time it promises to do so.	1	2	3	4	5
QUAL9	This hotel keeps its records accurately.	1	2	3	4	5
QUAL10	This hotel does not tell its customers exactly when services will be performed.	1	2	3	4	5
QUAL11	You do not receive prompt service from this hotel employees.	1	2	3	4	5
QUAL12	Employees of this hotel are not always willing to help customers.	1	2	3	4	5

QUAL13	Employees of this hotel are too busy to respond to customer requests promptly.	1	2	3	4	5
QUAL14	You can trust employees of this hotel	1	2	3	4	5
QUAL15	You can feel safe in your transactions with this hotel's employees.	1	2	3	4	5
QUAL16	Employees of this hotel are polite.	1	2	3	4	5
QUAL17	Employees get adequate support from this hotel to do their jobs well.	1	2	3	4	5
QUAL18	This hotel does not give you individual attention.	1	2	3	4	5
QUAL19	Employees of this hotel do not give you personal attention.	1	2	3	4	5
QUAL20	Employees of this hotel do not know what your needs are.	1	2	3	4	5
QUAL21	This hotel does not have your best interests at heart.	1	2	3	4	5
QUAL22	This hotel does not have operating hours convenient to all their customers.	1	2	3	4	5
SAT1	My overall experiences at this hotel are satisfactory	1	2	3	4	5
SAT2	Overall, I am highly satisfied with this hotel	1	2	3	4	5
SAT3	Overall, compared to other hotels, I am satisfied with this hotel	1	2	3	4	5
LOY1	I consider the hotel as my first choice for hotel services.	1	2	3	4	5
LOY2	I will stay in this hotel more in the next few years.	1	2	3	4	5
LOY3	I have said positive things about this hotel to other colleagues.	1	2	3	4	5

LOY4	I have recommended this hotel to colleagues who seek my advice.	1	2	3	4	5
LOY5	I have encouraged others to stay in this hotel	1	2	3	4	5

End of questions. Thank you for your cooperation.



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Appendix C: Raw Data SPSS

i) Respondents Profile

		Statistics						
		Gender	Age	Education	Income	Purpose	Partner	First Visit
N	Valid	389	389	389	389	389	389	389
	Missing	0	0	0	0	0	0	0
Mean		1.6015	2.0874	3.2391	2.6118	1.2828	2.9152	1.4062
Median		2.0000	2.0000	3.0000	3.0000	1.0000	3.0000	1.0000
Mode		2.00	2.00	3.00	3.00	1.00	4.00	1.00
Std. Deviation		.49021	.39660	.73000	.93938	.67139	1.06515	.49175
Variance		.240	.157	.533	.882	.451	1.135	.242
Range		1.00	4.00	4.00	4.00	3.00	3.00	1.00
Minimum		1.00	1.00	1.00	1.00	1.00	1.00	1.00
Maximum		2.00	5.00	5.00	5.00	4.00	4.00	2.00
Percentiles	25	1.0000	2.0000	3.0000	2.0000	1.0000	2.0000	1.0000
	50	2.0000	2.0000	3.0000	3.0000	1.0000	3.0000	1.0000
	75	2.0000	2.0000	3.0000	3.0000	1.0000	4.0000	2.0000

Frequency Table

		Gender			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	155	39.8	39.8	39.8
	Female	234	60.2	60.2	100.0
	Total	389	100.0	100.0	

		Age			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20-	6	1.5	1.5	1.5
	21-30	350	90.0	90.0	91.5
	31-40	28	7.2	7.2	98.7
	41-50	3	.8	.8	99.5
	50+	2	.5	.5	100.0
	Total	389	100.0	100.0	

Appendix C: Raw Data SPSS (Continued)

		Education			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Primary School	6	1.5	1.5	1.5
	Secondary School(High School)	9	2.3	2.3	3.9
	Diploma	29	7.5	7.5	11.3
	Degree	304	78.1	78.1	89.5
	Master	41	10.6	10.5	100.0
	Total	389	100.0	100.0	

		Income			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	900-	77	19.8	19.8	19.8
	900-1999	38	9.8	9.8	29.6
	2000-3999	240	61.7	61.7	91.3
	4000-6000	27	6.9	6.9	98.2
	6000+	7	1.8	1.8	100.0
	Total	389	100.0	100.0	

		Purpose			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Vacation	318	81.7	81.7	81.7
	Business Trip	41	10.5	10.5	92.3
	Visiting Relatives or Friends	21	5.4	5.4	97.7
	Attending a Conference, Congress, Seminar, Other Forms of Education	9	2.3	2.3	100.0
	Total	389	100.0	100.0	

Appendix C: Raw Data SPSS (Continued)

		Partner			Cumulative
		Frequency	Percent	Valid Percent	Percent
Valid	Solo Traveller	53	13.6	13.6	13.6
	Couple	79	20.3	20.3	33.9
	With Family	105	27.0	27.0	60.9
	Friends	152	39.1	39.1	100.0
	Total	389	100.0	100.0	

		First Visit			Cumulative
		Frequency	Percent	Valid Percent	Percent
Valid	Yes	231	59.4	59.4	59.4
	No	158	40.6	40.6	100.0
	Total	389	100.0	100.0	

Appendix C: Raw Data SPSS (Continued)

ii) Reliability Test of Personality Traits

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.741	.761	10

iii) Reliability Test of Service Quality

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.907	.910	22

iv) Reliability Test of Customer Satisfaction

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.897	.897	3

v) Reliability Test of Customer Loyalty

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.939	.939	5

Appendix C: Raw Data SPSS (Continued)

vi) Pearson correlation of Openness to experience

Correlations		Openness to experience	Customer Loyalty
Openness to experience	Pearson Correlation	1	-.085
	Sig. (2-tailed)		.095
	N	389	389
Customer Loyalty	Pearson Correlation	-.085	1
	Sig. (2-tailed)	.095	
	N	389	389

vii) Pearson correlation of Conscientiousness

Correlations		Conscientiousness	Customer Loyalty
Conscientiousness	Pearson Correlation	1	.183**
	Sig. (2-tailed)		.000
	N	389	389
Customer Loyalty	Pearson Correlation	.183**	1
	Sig. (2-tailed)	.000	
	N	389	389

** . Correlation is significant at the 0.01 level (2-tailed).

ix) Pearson correlation of Extraversion

Correlations		Extraversion	Customer Loyalty
Extraversion	Pearson Correlation	1	-.102*
	Sig. (2-tailed)		.044
	N	389	389
Customer Loyalty	Pearson Correlation	-.102*	1
	Sig. (2-tailed)	.044	
	N	389	389

* . Correlation is significant at the 0.05 level (2-tailed).

Appendix C: Raw Data SPSS (Continued)

x) Pearson correlation of Agreeableness

Correlations		Agreeableness	Customer Loyalty
Agreeableness	Pearson Correlation	1	.138**
	Sig. (2-tailed)		.006
	N	389	389
Customer Loyalty	Pearson Correlation	.138**	1
	Sig. (2-tailed)	.006	
	N	389	389

** . Correlation is significant at the 0.01 level (2-tailed).

xi) Pearson correlation of Neuroticism

Correlations		Neuroticism	Customer Loyalty
Neuroticism	Pearson Correlation	1	-.117*
	Sig. (2-tailed)		.021
	N	389	389
Customer Loyalty	Pearson Correlation	-.117*	1
	Sig. (2-tailed)	.021	
	N	389	389

* . Correlation is significant at the 0.05 level (2-tailed).

xii) Pearson correlation of Service Quality

Correlations		Perceived Service Quality	Customer Loyalty
Perceived Service Quality	Pearson Correlation	1	.603**
	Sig. (2-tailed)		.000
	N	389	389
Customer Loyalty	Pearson Correlation	.603**	1
	Sig. (2-tailed)	.000	
	N	389	389

** . Correlation is significant at the 0.01 level (2-tailed).

Appendix C: Raw Data SPSS (Continued)

xiii) Pearson correlation of Customer Satisfaction

Correlations		Customer Satisfaction	Customer Loyalty
Customer Satisfaction	Pearson Correlation	1	.835**
	Sig. (2-tailed)		.000
	N	389	389
Customer Loyalty	Pearson Correlation	.835**	1
	Sig. (2-tailed)	.000	
	N	389	389

** . Correlation is significant at the 0.01 level (2-tailed).

viii) Simple Linear Regression of Openness to Experience

Regression

Descriptive Statistics			
	Mean	Std. Deviation	N
Customer Loyalty	3.6149	.81093	389
Openness to experience	1.362	.86122	389

Correlations		Customer Loyalty	Openness to experience
Pearson Correlation	Customer Loyalty	1.000	-.085
	Openness to experience	-.085	1.000
Sig. (1-tailed)	Customer Loyalty	.	.047
	Openness to experience	.047	.
N	Customer Loyalty	389	389
	Openness to experience	389	389

Appendix C: Raw Data SPSS (Continued)

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Openness to experience ^b		Enter

a. Dependent Variable: Customer Loyalty

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.085 ^a	.007	.005	.80905

a. Predictors: (Constant), Openness to experience

b. Dependent Variable: Customer Loyalty

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.837	1	1.837	2.806	.095 ^b
	Residual	253.317	387	.655		
	Total	255.154	388			

a. Dependent Variable: Customer Loyalty

b. Predictors: (Constant), Openness to experience

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
	B	Std. Error	Beta			Lower Bound	Upper Bound
1 (Constant)	3.626	.042		87.301	.000	3.544	3.707
Openness to experience	-.080	.048	-.085	-1.675	.095	-.174	.014

a. Dependent Variable: Customer Loyalty

Appendix C: Raw Data SPSS (Continued)

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	3.3062	3.7856	3.6149	.06880	389
Residual	-2.62579	1.53998	.00000	.80801	389
Std. Predicted Value	-4.486	2.480	.000	1.000	389
Std. Residual	-3.246	1.896	.000	.899	389

a. Dependent Variable: Customer Loyalty

ii) Simple Linear Regression of *Conscientiousness*

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
Customer Loyalty	3.6149	.81093	389
Conscientiousness	5.547	1.20435	389

Correlations

		Customer Loyalty	Conscientiousness
Pearson Correlation	Customer Loyalty	1.000	.183
	Conscientiousness	.183	1.000
Sig. (1-tailed)	Customer Loyalty	.	.000
	Conscientiousness	.000	.
N	Customer Loyalty	389	389
	Conscientiousness	389	389

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Conscientiousness a.		Enter

a. Dependent Variable: Customer Loyalty

b. All requested variables entered.

Appendix C: Raw Data SPSS (Continued)

Model Summary^a

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.183 ^a	.033	.031	79820

a. Predictors: (Constant), Conscientiousness

b. Dependent Variable: Customer Loyalty

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8.533	1	8.533	13.390	.000 ^b
	Residual	246.620	387	.537		
	Total	255.154	388			

a. Dependent Variable: Customer Loyalty

b. Predictors: (Constant), Conscientiousness

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
	B	Std. Error	Beta			Lower Bound	Upper Bound
1 (Constant)	3.649	.044		80.125	.000	3.462	3.830
Conscientiousness	.123	.034	.183	3.659	.000	.057	.189

a. Dependent Variable: Customer Loyalty

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	3.1797	4.0416	3.6149	.14830	389
Residual	-2.79534	1.45093	.00000	.79726	389
Std. Predicted Value	-2.935	2.877	.000	1.000	389
Std. Residual	-3.502	1.818	.000	.999	389

a. Dependent Variable: Customer Loyalty

Appendix C: Raw Data SPSS (Continued)

xiv) Simple Linear Regression of Extraversion

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
Customer Loyalty	3.6149	.81093	389
Extraversion	-.0206	1.03525	389

Correlations

		Customer Loyalty	Extraversion
Pearson Correlation	Customer Loyalty	1.000	-.102
	Extraversion	-.102	1.000
Sig. (1-tailed)	Customer Loyalty	.	.022
	Extraversion	.022	.
N	Customer Loyalty	389	389
	Extraversion	389	389

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Extraversion ^a		Enter

a. Dependent Variable: Customer Loyalty

b. All requested variables entered.

Model Summary^a

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.102 ^a	.010	.008	.80773

a. Predictors: (Constant), Extraversion

b. Dependent Variable: Customer Loyalty

Appendix C: Raw Data SPSS (Continued)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.664	1	2.664	4.083	.044 ^b
	Residual	252.490	387	.652		
	Total	255.154	388			

a. Dependent Variable: Customer Loyalty

b. Predictors: (Constant), Extraversion

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
	B	Std. Error	Beta			Lower Bound	Upper Bound
1 (Constant)	3.613	.041		88.211	.000	3.533	3.694
Extraversion	-.080	.040	-.102	-2.021	.044	-.158	-.002

a. Dependent Variable: Customer Loyalty

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	3.2931	3.9334	3.6149	.08285	389
Residual	-2.61326	1.46677	.00000	.80669	389
Std. Predicted Value	-3.884	3.844	.000	1.000	389
Std. Residual	-3.235	1.816	.000	.999	389

a. Dependent Variable: Customer Loyalty

Appendix C: Raw Data SPSS (Continued)

x) Simple Linear Regression of Agreeableness

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
Customer Loyalty	3.6149	.81093	389
Agreeableness	1.2211	1.25693	389

Correlations

		Customer Loyalty	Agreeableness
Pearson Correlation	Customer Loyalty	1.000	.138
	Agreeableness	.138	1.000
Sig. (1-tailed)	Customer Loyalty		.003
	Agreeableness	.003	
N	Customer Loyalty	389	389
	Agreeableness	389	389

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Agreeableness ^b		Enter

a. Dependent Variable: Customer Loyalty

b. All requested variables entered.

Model Summary^a

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.189 ^b	.019	.016	.80417

a. Predictors: (Constant), Agreeableness

b. Dependent Variable: Customer Loyalty

Appendix C: Raw Data SPSS (Continued)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4.849	1	4.849	7.497	.006 ^b
	Residual	250.305	387	.647		
	Total	255.154	388			

a. Dependent Variable: Customer Loyalty

b. Predictors: (Constant), Agreeableness

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
	B	Std. Error				Lower Bound	Upper Bound
1 (Constant)	3.606	.057		61.698	.000	3.394	3.618
Agreeableness	.089	.032	.138	2.738	.006	-.025	.153

a. Dependent Variable: Customer Loyalty

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	3.3284	3.8621	3.6149	.11179	389
Residual	-2.77312	1.58253	.00000	.80319	389
Std. Predicted Value	-2.568	2.211	.000	1.000	389
Std. Residual	-3.448	1.968	.000	.999	389

a. Dependent Variable: Customer Loyalty

Appendix C: Raw Data SPSS (Continued)

xi) Simple Linear Regression of Neuroticism

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
Customer Loyalty	3.6149	.81093	389
Neuroticism	-5707	1.31143	389

Correlations

		Customer Loyalty	Neuroticism
Pearson Correlation	Customer Loyalty	1.000	-.117
	Neuroticism	-.117	1.000
Sig. (1-tailed)	Customer Loyalty		.010
	Neuroticism	.010	
N	Customer Loyalty	389	389
	Neuroticism	389	389

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Neuroticism ^b		Enter

a. Dependent Variable: Customer Loyalty

b. All requested variables entered.

Model Summary^a

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.117 ^a	.014	.011	.80540

a. Predictors: (Constant), Neuroticism

b. Dependent Variable: Customer Loyalty

Appendix C: Raw Data SPSS (Continued)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.495	1	3.495	5.374	.021 ^b
	Residual	251.659	387	.650		
	Total	255.154	388			

a. Dependent Variable: Customer Loyalty

b. Predictors: (Constant), Neuroticism

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
	B	Std. Error	Beta			Lower Bound	Upper Bound
1 (Constant)	3.574	.045		80.128	.000	3.486	3.661
Neuroticism	-.072	.031	-.117	-2.318	.021	-.134	-.011

a. Dependent Variable: Customer Loyalty

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	3.3565	3.8631	3.6149	.09490	389
Residual	-2.86307	1.57112	.00000	.80536	389
Std. Predicted Value	-2.723	2.615	.000	1.000	389
Std. Residual	-3.550	1.948	.000	.999	389

a. Dependent Variable: Customer Loyalty

Appendix C: Raw Data SPSS (Continued)

xii) Simple Linear Regression of Service Quality

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
Customer Loyalty	3.6149	.81093	389
Service Quality	3.4654	.49491	389

Correlations

		Customer Loyalty	Service Quality
Pearson Correlation	Customer Loyalty	1.000	.603
	Service Quality	.603	1.000
Sig. (1-tailed)	Customer Loyalty	.	.000
	Service Quality	.000	.
N	Customer Loyalty	389	389
	Service Quality	389	389

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Service Quality ^b		Enter

a. Dependent Variable: Customer Loyalty

b. All requested variables entered.

Model Summary^a

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.603 ^b	.363	.361	.64799

a. Predictors: (Constant), Service Quality

b. Dependent Variable: Customer Loyalty

Appendix C: Raw Data SPSS (Continued)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	92.654	1	92.654	220.661	.000 ^b
	Residual	162.499	387	.420		
	Total	255.154	388			

a. Dependent Variable: Customer Loyalty

b. Predictors: (Constant), Service Quality

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
	B	Std. Error	Beta			Lower Bound	Upper Bound
1 (Constant)	.193	.233		.830	.407	-.264	.651
Service Quality	.987	.066	.603	14.855	.000	.857	1.118

a. Dependent Variable: Customer Loyalty

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Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.2128	5.0404	3.5149	.48867	389
Residual	-1.78631	1.84464	.00000	.54716	389
Std. Predicted Value	-2.869	2.917	.000	1.000	389
Std. Residual	-2.772	2.847	.000	.999	389

a. Dependent Variable: Customer Loyalty

Appendix C: Raw Data SPSS (Continued)

xiii) Simple Linear Regression of Customer Satisfaction

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
Customer Loyalty	3.6149	.81093	389
Customer Satisfaction	3.7806	.73521	389

Correlations

		Customer Loyalty	Customer Satisfaction
Pearson Correlation	Customer Loyalty	1.000	.835
	Customer Satisfaction	.835	1.000
Sig. (1-tailed)	Customer Loyalty		.000
	Customer Satisfaction	.000	
N	Customer Loyalty	389	389
	Customer Satisfaction	389	389

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Customer Satisfaction ^b		Enter

a. Dependent Variable: Customer Loyalty

b. All requested variables entered.

Model Summary^a

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.835 ^b	.697	.696	.44725

a. Predictors: (Constant), Customer Satisfaction

b. Dependent Variable: Customer Loyalty

Appendix C: Raw Data SPSS (Continued)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	177.742	1	177.742	888.573	.000 ^b
	Residual	77.412	387	.200		
	Total	255.154	388			

a. Dependent Variable: Customer Loyalty

b. Predictors: (Constant), Customer Satisfaction

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients		Sig.	95.0% Confidence Interval for B	
	B	Std. Error	Beta	t		Lower Bound	Upper Bound
1 (Constant)	.134	.119		.113	.259	-.099	.368
Customer Satisfaction	.921	.031	.835	29.809	.000	.860	.981

a. Dependent Variable: Customer Loyalty

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1.0551	4.7375	3.6149	.67683	389
Residual	-1.50999	1.59687	.00000	.44667	389
Std. Predicted Value	-.752	1.659	.000	1.000	389
Std. Residual	-3.378	3.570	.000	.999	389

a. Dependent Variable: Customer Loyalty